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NEWS SUMMARY

GENERAL

Surprise Smith visit to Botha

Rhodesian Premier Ian Smith and his three colleagues in the interim government arrived in Pretoria for announced talks with P. W. Botha, the South African Prime Minister.

Pym Shadow Foreign Minister

Conservative leader Margaret Thatcher has reshuffled the Shadow Cabinet, making Francis Pym Shadow Foreign Secretary in succession to John Davies, who is retiring from politics.

Rail fares up

British Rail fares will go up by about 9 per cent from January 7. The Price Commission said it was "very concerned" but would not hold an inquiry. Meanwhile there was chaos at Waterloo, London, as the drivers dispute hit commuter services.

Amin's visit

President Amin visited the disputed territory from which his troops are withdrawing but Tanzania appeared to be going ahead with a counter-offensive.

Times deal

Times Newspapers has concluded an agreement with circulation representatives, its first breakthrough in an effort to bring in new working methods. The group has said it will suspend publication on November 30 unless all unions reach agreement. Page 10

Soccer boss 'lied'

Tommy Docherty, Derby County manager and former boss of Manchester United, dropped his libel action against Granada Television and the footballer Willie Morgan. Mr. Docherty admitted in the High Court that he had told "a pack of lies" in evidence on Tuesday.

Still no verdict

The Old Bailey secrets trial jury spent its second night in an hotel after failing to reach a verdict. Twice yesterday the jury returned to court to ask questions.

Post haste

Parisians fought their way into cafes and bistros for a first taste of beignolais nouveau following the traditional race from Macclesfield. The race is seen as a heresy to many people who say it is only indulged in by wine snobs.

Poste restante

The French post office has recovered 35,000 letters from a sewer in Paris. The letters will be disinfected, used for police inquiries into their loss and then delivered.

Briefly

Thieves stole 10m Green Shield stamps and 1,000 empty stamp books from a car in Manchester. Head on a pint of beer will no longer count as part of the measure under a new Government Bill. Dr. Margaret Mead, the American anthropologist, died in New York aged 77. Lag kept by the co-pilot of the aircraft that dropped the first atomic bomb on Hiroshima has been sold for \$55,000. Lashbrooke make Miss Australia 7-1 favourite for tonight's Miss World contest.

CHIEF PRICE CHANGES YESTERDAY

(Prices in pence unless otherwise indicated)

RISERS	
Seatchi and Seatchi	112 + 5
Sekers (Int'l)	35 + 3
Sotheby P2	231 + 8
Stylo Shoes	67 + 4
FALLS	
BATs Bfd.	215 - 3
Beecham	108 - 27
Boots	198 - 4
British Land	39 - 21
Brown (J.)	50ppm - 14
Brown Shipley	246 - 7
Chloride Ctp.	111 - 3
Davy Crp.	144 - 7
E. Midland Allied A	7p - 5
Fisons	311 - 13
Guinness (A.)	130 - 4
Hawker Siddley	228 - 10
JCEG	141 - 21
Land	227 - 6
Lloyds Bank	236 - 7
MEPC	137 - 5
Marks and Spencer	184 - 4
Metal Box	201 - 3
Perry (H.)	106 - 3
Phoenix Assurance	218 - 8
Royal Insurance	348 - 3
Sainsbury (J.)	250 - 7
Smith (W. H.) A	144 - 5
Woodworth (F. W.)	071 - 3
Shell Transport	377 - 10
Shell Com.	132 - 8
East Dric	611 - 23
Kloof	450 - 20
Venterspost	152 - 18
Western Hldgs.	154 - 11

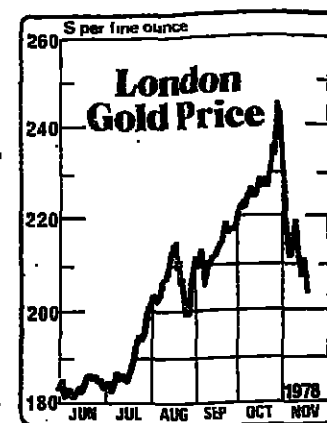
BUSINESS

Equities fall 11.9; gold off \$6½

EQUITIES reacted sharply following Tuesday's collapse of Government-TUC wages talks and Beecham's £83m rights issue. The FT ordinary share index was down 11.9 to 475.6. Gold prices fell 4.3 to 133.6.

GILTS remained unchanged at 68.28 after early losses among lenders.

GOLDS declined sharply in London to close \$6½ an ounce down at \$203½ following the



STERLING fell 40 points to \$1.9680, but its trade weighted index rose to 62.5 from 62.4. The dollar was slightly stronger at DM 1.893 (DM 1.8855). Its depreciation narrowed to 9.3 per cent (9.7 per cent).

WALL STREET closed 0.34 up at 785.60 after being 7 points stronger at one stage.

GOVERNMENT is to print £50m to help set up the De Lorean sports car project in West Belfast. Group Lotus will help with design and engineering. Back Page

A REVISED double tax treaty between the U.S. and Britain has been officially agreed. It will include additional concessions to the UK regarding U.S. companies operating in the North Sea. Page 8

INTERNATIONAL Air Transport Association, will survive despite U.S. Government efforts to dismantle its air fares co-ordinating machinery, says the newly-elected IATA president. Page 3

BRITAIN'S sterling-based trade deficit with Japan has widened this year, with exports rising by only 20 per cent to £565m, compared with a 31 per cent rise the previous year. Page 6

MAJOR CHANGES in the Government's fiscal and monetary objectives and in the present system of wage bargaining are urged by Professor James Meade, the Cambridge economist. Page 10

THE MECHANICAL engineering industry has performed poorly this year despite rising home demands and could face further pressure next year through high wage demands. Page 10

CHEMISTS are threatening to take industrial action because the Social Services Secretary has turned to an independent panel their three-year claim for more money. Page 8

SHIPBUILDING union delegates will be given details today of British Shipbuilders' plans for redundancies and yard closures, and offered a new wage structure. Page 10

CHLORIDE GROUP pre-tax profits rose 68 per cent to £12.1m (£7.2m) in the six months to end of September. Sales climbed 34.8 per cent to £166.81m. Page 24 and Lex

F. W. WOOLWORTH had a third-quarter pre-tax profit rise of 3.5 per cent to £10.45m, to give a £23.03m total for the nine months to October 31. Page 24 and Lex

PHILIPS, the Dutch electronics giant, saw net profits fall by 14 per cent to Fl 150m (\$89m) in the third quarter, compared with a year ago. Trading profits fell only 5 per cent. Page 29

Cautious view of economy for next year

Treasury forecasts slower expansion

BY PETER RIDDELL, Economics Correspondent

THE GOVERNMENT presented a far from rosy view last night of the expected development of the economy in the next 12 months, even on the assumption that the pay guidelines are not breached.

The latest Treasury forecasts indicate continued expansion of economic activity in 1979, though at a slower rate than this year. Private manufacturing investment is expected to start declining in 1979 after its recent strong recovery, while the current account of the balance of payments is projected at between balance and a small deficit.

Borrowing by the public sector is forecast at £8bn in the current financial year to next April, compared with the £8½bn official ceiling.

Borrowing is estimated to rise to £8½bn in 1979-80, though because of the growth of output its share of gross domestic product should remain unchanged at about 4½ per cent.

On this basis the 12-month rate of retail price inflation, at present 7.8 per cent, is expected to

fluctuate between 8 and 9 per cent. The credibility of the whole forecast may be undermined by the pay assumption, which is regarded as wholly unrealistic by many non-Whitehall commentators.

A widespread view is that earnings could rise by between 10 and 12 per cent in the current round, and that this would push the rate of price inflation up to about 10 per cent next year and reduce projections for the growth of output by the end of 1979.

But even assuming a successful pay policy, the Treasury is not particularly optimistic about the economy next year.

It projects a slowdown in the rate of growth of total output, as measured by real gross domestic product, from 3½ per cent in the last year to 2 per cent over the next 12 months.

In particular, growth of manufacturing production is expected to slacken from 2½ per cent in the last year to 1 per cent in the next.

This has led to a cautious interpretation of the various in-

vestment intentions surveys, and the projection that private sector manufacturing investment, up 15 per cent in the last year, will drop by 3½ per cent between the second halves of 1978 and 1979.

Consumer spending, up 5½ per cent in the last year, should rise by a further 2½ per cent over the next 12 months, sustained in large part by an expected fall in the rate of personal saving. This is one of the most uncertain aspects of the forecast.

The higher expected consumer spending would lead to a further rise in imports, up 6½ per cent in the next 12 months after an 11 per cent increase in the last year.

Britain's exports of manufactured goods are expected to rise more rapidly next year, almost as much as the projected faster expansion of world trade.

But there is still likely to be a deterioration in the volume of net trade in manufactured goods and rising oil production is required to ensure that the current account remains close to balance.

General Secretary of the Union of Shop, Distributive and Allied Workers, and this year the TUC, felt no such restraint.

He launched an astonishing attack on those colleagues who had voted against the pay agreement, when their members would have benefited the most from it.

And he claimed the trade union movement had lost its way.

"I grow tired of the posturing of those who claim to be Socialists and then demand the right to get not just their fair share but as much as is going for their particular members," he told a parliamentary Press gallery lunch.

Mr. Roy Hattersley, Secretary for Prices and Consumer Protection, stressed in a BBC radio interview that the Government's policy would still be based on the 5 per cent limit and he believed it would still be successful. "I do not believe it is a disaster," he said.

The Government's counter-inflation policy will go on.

John Elliott writes: The Confederation of British Industry last night prepared the ground for a running battle with Ministers over the Government's expected use of price controls and other sanctions to bolster its 5 per cent pay limit.

The monthly meeting of the CBI council gave its president's committee of 20 top industrialists plenary powers to take any action in support of a company facing Government penalties.

But the CBI failed to produce figures from the Department of Employment show that wage settlements have been further delayed this year as employers wait for the outcome of the Government-TUC talks. Page 8

PRICE COMMISSION TO BE STRENGTHENED

BY RICHARD EVANS, LOBBY EDITOR

MR. DENIS HEALEY, Chancellor of the Exchequer, confirmed that the Government has now abandoned any hope of trying to re-negotiate the incomes policy package, following the failure of the TUC's General Council to support it.

He hinted, too, in the House of Commons yesterday that the Government would be prepared to invoke sanctions against Ford, when the motor company settles well in excess of the 5 per cent guideline.

"You should be under no illusions. If we get a settlement outside the guidelines, we shall use our discretionary powers in consequence," he told MPs.

Sanctions would mean that Ford would join the Government's blacklist and would not receive Government contracts. In addition, State industrial aid and export credits could be withdrawn.

It was emphasised by Ministers later that no decision has yet been reached by the Government on the issue of the settlement, which will not come to a head until a settlement is negotiated.

The Government intends to press ahead with plans to strengthen the Price Commission, through amendments to the safeguard regulations after first consulting with the TUC, CBI, and Commission. Latest

figures from the Department of Employment show that wage settlements have been further delayed this year as employers wait for the outcome of the Government-TUC talks. Page 8

Beecham in £83m rights issue

BY SUE CAMERON AND JOHN MOORE

BEECHAM, the UK-based pharmaceutical and consumer products group, is asking its shareholders for an extra £83m through a rights issue to finance a £106m British expansion programme.

News of Beecham's capital raising venture, one of the largest in recent years, had an immediate, and adverse, impact on the group's share price which ended the day at 63.5p, down 27p.

Other share prices were also hit by the announcement. The Financial Times 30-share index fell 11.9 points to 475.6, while the FT Actuaries pharmaceutical products index fell 2.4 per cent on the day.

Beecham intends to offer 14.7m new shares to shareholders at 56p a share, with shareholders having the right to take one new share for every ten they already hold, and one for every £25 nominal of 5 per cent con-

vertible unsecured loan stock they may hold.

The interim dividend has been raised from 15p to 14.5p gross, an increase of 10 per cent, and Beecham is planning to increase the final dividend by 15 per cent, under the freedom gained by the rights issue.

Moreover, the group is intending to pay a gross interim dividend of 16.4p in its next financial year, an increase of 13 per cent, under new dividend legislation.

Plans for parts of the programme have already been announced. Last year the group said it would be spending £35m on its UK food and drinks plants.

Last March it said a further £14m was to be spent on building a chemical plant at Irvine in Scotland and on modernising pharmaceutical factories in Sussex. The group now plans to increase spending at Irvine to £50m.

Mr. Ted Bond, Beecham's finance director, said yesterday that since 1972 the group had been concentrating on overseas expansion with the object of gaining a hold on major world markets.

The group expected to continue expanding overseas but this would have to be financed initially and overseas resources would not, therefore, be available for UK purposes.

The rights issue was underwritten by merchant bankers Hill Samuel and it found no shortage of sub-underwriters. Some 75 financial institutions backed the issue, and the last acceptance for sub-underwriting was received just after 3 pm yesterday.

Beecham's half year results, also published yesterday, showed a pre-tax profit of £76.1m compared with £70.1m last year.

Results, Page 2

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Jonathan Carr, in Bonn, reports on latest prospects for the proposed European monetary system

Bonn expects only UK to say 'no'

IT IS now considered likely in Bonn that eight of the nine EEC countries will be members of the new European Monetary System when it comes into being at the beginning of January.

Talks over the past week or two have increased confidence that two previously doubtful starters, Italy and Ireland, will be there on the day. Meanwhile, the impression has grown, and been partly confirmed by Mr. James Callaghan's speech on Monday, that Britain will stay out.

Some senior West German officials who have all along desired British participation still faintly hope, in spite of the evidence, that Mr. Callaghan may spring a pleasant surprise at the European Council on December 4 and 5.

Not all those in West Germany trying to establish the system are enthusiastic supporters of British participation. Certain powerful voices in the Bundesbank feel that technical operation of the system would be less hazardous if sterling were not initially included.

He recognises and sympathises with Mr. Callaghan's domestic difficulties, in particular the trade unions over pay policy. But that does not prevent him from feeling that for the third time in recent history, Britain is standing aside from an important development in the organisation of Europe: first over formation of the Coal and Steel Community in the early 1950s; then over the formation of the European Economic Community in the late 1950s, now over the monetary system.

The realisation is clearly personally and politically disappointing to one who for more than 20 years, has been telling the doubters that British participation was essential to the construction of Europe.

The disappointment is not aimed specifically at the present British Government, for Herr Schmidt asks himself, would the probable alternative be better able to cope with those domestic difficulties that restrict Mr. Callaghan's room for manoeuvre? The problem with Britain, it is said, appears to lie deeper: in the mood of its people.

In contrast, it is believed in Bonn that the mood of the Italian people is a key reason why Sir Giulio Andreotti, the Prime Minister, is likely to take his country into the system from the start.

He is said to believe that if he did not, there would be strong domestic pressure from Italians asserting that their Government was tacitly admitting that its economic policies were not working well enough and that Italy, a founder member of the Community, was thus being excluded from further European development.

However, the talks in Siena recently, and the fact that Andreotti and Herr Schmidt disclosed that one technical issue involved in the system has real political significance.

Italy wishes to opt for wider fluctuation bands for the lira than the plus-or-minus 2.25 per cent currently operated by the members of the currency "snake" (who will also be members of the new system). It seems likely that Italy will be the only member of the system at the start choosing such wider margins.

Herr Schmidt notes that if he Continued on Back Page

Economic Viewpoint Page 23

£ in New York

	Nov. 15	Previous
1 month	\$1.9680-9635	\$1.9690-9700
3 months	0.55-0.47 4½	0.56-0.40 4½
12 months	1.20-1.16 4½	0.91-0.89 4½

The reaction is more anger than sorrow, although that of Chancellor Helmut Schmidt is roughly the reverse.

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Where to meet a stranger

One man continues to dominate Austrian politics. Paul Lendvai reports.

'Kaiser Bruno' turns political defeat into personal victory

TO MANY observers, the narrow defeat of Austria's Socialist Government in the nuclear referendum on November 5 seemed to put an abrupt end to the career of Dr. Bruno Kreisky, the federal Chancellor and Socialist Party leader. He publicly identified himself with a "yes" to the commissioning of the controversial nuclear plant at Zwentendorf on the Danube, and even alluded to a possible resignation in the case of defeat.

Yet within 24 hours the tide turned. At an emergency meeting of the executive committee of the Socialists, Dr. Kreisky received a unanimous vote of confidence from his British newspapers, Dr. Kreisky denied decision-making powers, he has the powerful Swedish cooperation as a victor from what appeared to be the greatest political defeat of his career.

Some Austrians began calling him "the first social democratic dictator" in history. Others said that the whole exercise was merely a show to divert attention from a Socialist debacle. But all agreed that the only Austrian politician widely known abroad had again demonstrated his skill as a tactician. Dr. Bruno Kreisky, 68 next January, continues to dominate Austrian politics.

In many ways, his career is a case study in profoundly Austrian contradictions. In April 1970 he became the first properly elected Socialist Chancellor to head a socialist government in Austria since 1945. In a country which produced Adolf Hitler, the new Chancellor was not only "red" but also a Jew with a Swedish wife.

Coming from a bourgeois, upper-class and fully assimilated Jewish family, he originally domiciled for centuries in Moravia (now part of Czechoslovakia), and born in Vienna as the son of a well-to-do textile manufacturer.

Herr Kreisky joined the Socialist youth movement as a teenager. He remained active in the underground after the civil war of 1934, for which he was jailed soon after the establishment of the corporate dictatorship. In all, he spent almost two years in prison, including a spell under the Nazi regime in 1938 following the Anschluss of Austria to the Third Reich.



German-speaking population in Alto Adige.

When the conservative People's Party won an absolute majority in 1986, the 20-year coalition system broke up and the Socialists went into opposition. After a brief spell as chief of the Socialist organisation in Lower Austria, Dr. Kreisky was elected, in the face of strong opposition by the party's dogmatic wing, as the new chairman. Unsettling all predictions, his new approach, coupled with a fair for public relations, proved highly successful at the polls.

In April, 1970, he embarked on the uncharted course of a minority Government after negotiations with the Populists had ended in a deadlock. On the night of his election victory, Dr. Kreisky concluded a secret and daring deal with the small Freedomist opposition party. In exchange for tacit support in Parliament, he carried out an electoral reform. Eighteen months later, he called a snap election and won, for the first time in Austrian history, an absolute majority of seats and votes for the Socialists.

His charismatic television performances radiating serenity, humour and dignity, were an important factor in the personalisation of issues in the small world of Austrian politics. "Kaiser Bruno," "Uncle Bruno" and similar nicknames reflect a deep-seated craving for authority. After all, just over 80 years ago Vienna was the capital of an empire of 53m people.

In a real sense, Dr. Kreisky is the bridge between past and future. His handshake with Dr. Otto Habsburg, the son of the last Emperor, after years of Socialist vituperation against the "danger of restoration," the opening of the party towards the Catholic Church and the freedom of access for journalists to the Chancellor and the members of his Cabinet combined to create a new style.

Perhaps the problem is that

Dr. Kreisky has been too successful. Following his second electoral triumph in October 1975, once again capturing an absolute majority, some closest associates and the party itself have succumbed to the temptations of power. The pursuit of vested interests and promoting friends to positions of influence and wealth has separated those in power from the people. A string of corruption scandals and the disenchantment of large segments of the youth and hard-core Socialists were mainly responsible for the setback at this autumn's important special elections in Vienna and Styria as well as in the nuclear referendum.

Political infighting and unsavoury intrigues within the small circle of his so-called "crown princes," coupled with loosening of the reins by the Chancellor, did the rest. For the first time, the opposition scored victory at the approaching general election.

"Kreisky should pay attention to the private transactions of some of his lieutenants and to the meddling of the union leadership to acting as a self-appointed mediator in the Middle East, the rights of the Palestinian seminary, Socialist (Jewish) conversation."

The Chancellor himself is convinced that the narrow margin of the referendum was better than a narrow victory. "The opposition can make political capital out of the nuclear issue before the 1979 election," he said, adding that "popularity is there to be consumed."

The Socialists know that only Dr. Kreisky (still favoured as Chancellor by 51 per cent of the people in a recent opinion survey) can avert a defeat next year. But it remains doubtful whether even such a comeback election can repeat the victory of 1971 and 1975 by capturing an absolute majority.

Austria's balance of payments narrows

VIENNA, Nov. 15.

AUSTRIA'S BALANCE of payments during the first three quarters of this year showed considerable improvement. Official foreign exchange reserves rose by Sch 17.7bn (565m). This higher than expected rise was due mainly to a surplus of Sch 1.7bn on long-term capital account against Sch 4.6bn during the same period last year.

The detailed breakdown just published by the national bank shows, however, that there has been a substantial reduction of the current account deficit in the January-September period last year from Sch 28.3bn to Sch 11.6bn during the same period this year. The improvement is seen as the consequence of the stabilisation measures taken a year ago, including the upward revision of VAT on consumer durables from 18 per cent to 33 per cent.

Trade exports were up by 5.8 per cent to Sch 140.9bn, the import bill fell by 2 per cent to Sch 179.4bn. As a result, the visible trade deficit was down from Sch 49.9bn to Sch 38.5bn during the period.

Figures released by the Central Office of Statistics, by comparison, are slightly different from the central bank's since they exclude transit and gold transactions. They report a fall in the trade deficit from Sch 55.1bn to Sch 41.1bn.

According to the national bank, the surplus on services account rose from Sch 21.5bn to Sch 30.1bn, thanks to a good performance by the tourist industry. Thus the gross intake from foreign tourists was up by 19 per cent to Sch 50.6bn and the net surplus was up by 18.6 per cent to Sch 27.3bn.

The so-called basic balance of payments showed a surplus of Sch 5.5bn against a deficit of Sch 19.9bn last year. Taking into account statistical errors and omissions, Sch 13.4bn and the Sch 48.8bn adverse balance in short-term capital transactions, the official reserves were up by Sch 9.5bn. However, excluding the end of the year window dressing between the central bank and commercial banks, reserves were in fact up by Sch 7.7bn.

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Spanish unions cool to Suarez economic policy

BY ROBERT GRAHAM

MADRID, Nov. 15.

REPRESENTATIVES of Spain's leading trades union organisations today gave a cool reception to the Government's economic strategy for 1979. The Government is trying to persuade the unions to accept a 12.5 per cent wage ceiling traded against tougher controls on inflation and commitments to raise public sector investment.

Today's meeting was presided over by Mr. Fernando Abril Martorell, the Economics Minister, who has been given the task of persuading unions and management to accept a wage pact for 1979. The unions were represented by Sr. Martelino Camacho, head of the Communist-controlled Confederation of Workers' Commissions (CCOO) and Sr. Nicolas Redondo, leader of the Socialist-orientated General Workers' Union (UGT) which between them account for two-thirds of union membership.

The 12.5 per cent wage ceiling for 1979 compared with the 22 per cent observed for this year. This substantial cut, bringing wage increases closer to the average European level, is being opposed strongly by CCOO. The latter accepts the need to lower the ceiling but is unwilling at least in the initial bargaining phase, to opt for anything lower than 16 per cent.

The Government is arguing that provided inflation can be kept to 10 per cent next year, there is no justification for demands higher than 12.5 per cent. However, the unions are sceptical about government ability to reduce inflation so low. They also contest the official projection of average 16 per cent inflation rate for 1979.

The positions of the two sides appear far apart on aids to com-

bat unemployment and the question of easing the tight restrictions on hiring and sackings.

The 24-page government strategy document presented today anticipates a growth rate of 4.8 per cent for 1979. The unions are uncertain, whether such a growth rate can be achieved.

King Juan Carlos embarked on his fourth and most controversial Latin American tour tomorrow, with visits to Mexico, Peru and Argentina. Renter reports from Madrid. The tour takes place amid a groundswell of opposition here to reported Spanish arms sales to Right-wing South American governments and a new clamp down on South Americans living in Spain. It will be the third and last part of the 46-year-old monarch's sweep through Spain's former "new world" empire. Inclusion of Argentina has caused the most controversy. The Spanish Socialist Party, the major opposition group in Parliament, vigorously condemned the visit to Argentina when plans were announced three months ago. Fearing to widespread reports of human rights violations in Argentina, the Socialists demanded a full explanation from the Government.

Early agreement is unlikely since the unions, in particular, are wary of committing themselves to a pact with the employer when a snap general election may be called in the early spring. Further, the unions are making the political parties reluctant to repeat the formal endorsement of an economic pact like last year's Moncloa agreement.

On the equally important issue of easing the restrictions on hiring and firing, the Government is proposing that the unions agree to the employers being able to cut up to 3 per cent of their workforce in companies with more than 50 employees. The unions appear unwilling to accept this in isolation, realising that greater freedom in the movement of labour is the prime concern of the employers' federations, the CEOE. The CEOE for its part is saying that new investment is conditional on greater flexibility in the movement of labour, and more substantial government financial incentives.

Today's session is expected to have achieved little more than to define more clearly the positions of the two sides. The Government has already had extensive contacts with the CEOE, and today, in many respects, expressed views similar to those of the CEOE.

Eldfisk Field development well

BY KEVIN DONE, ENERGY CORRESPONDENT

PHILLIPS PETROLEUM has completed the first development well on the Eldfisk field in the Norwegian sector of the North Sea. Production is expected to begin next spring.

The Eldfisk field is one of the most important satellite fields in the Ekofisk area. Two production platforms have already been installed and the B platform is expected to begin production in late 1979.

A total of 46-49 wells will be drilled from the two platforms over the next five years. Oil from Eldfisk will flow along a

15-mile pipeline to the Ekofisk Centre platform, from where it will be transported along the 120-mile pipeline to Statfjord on Teesside.

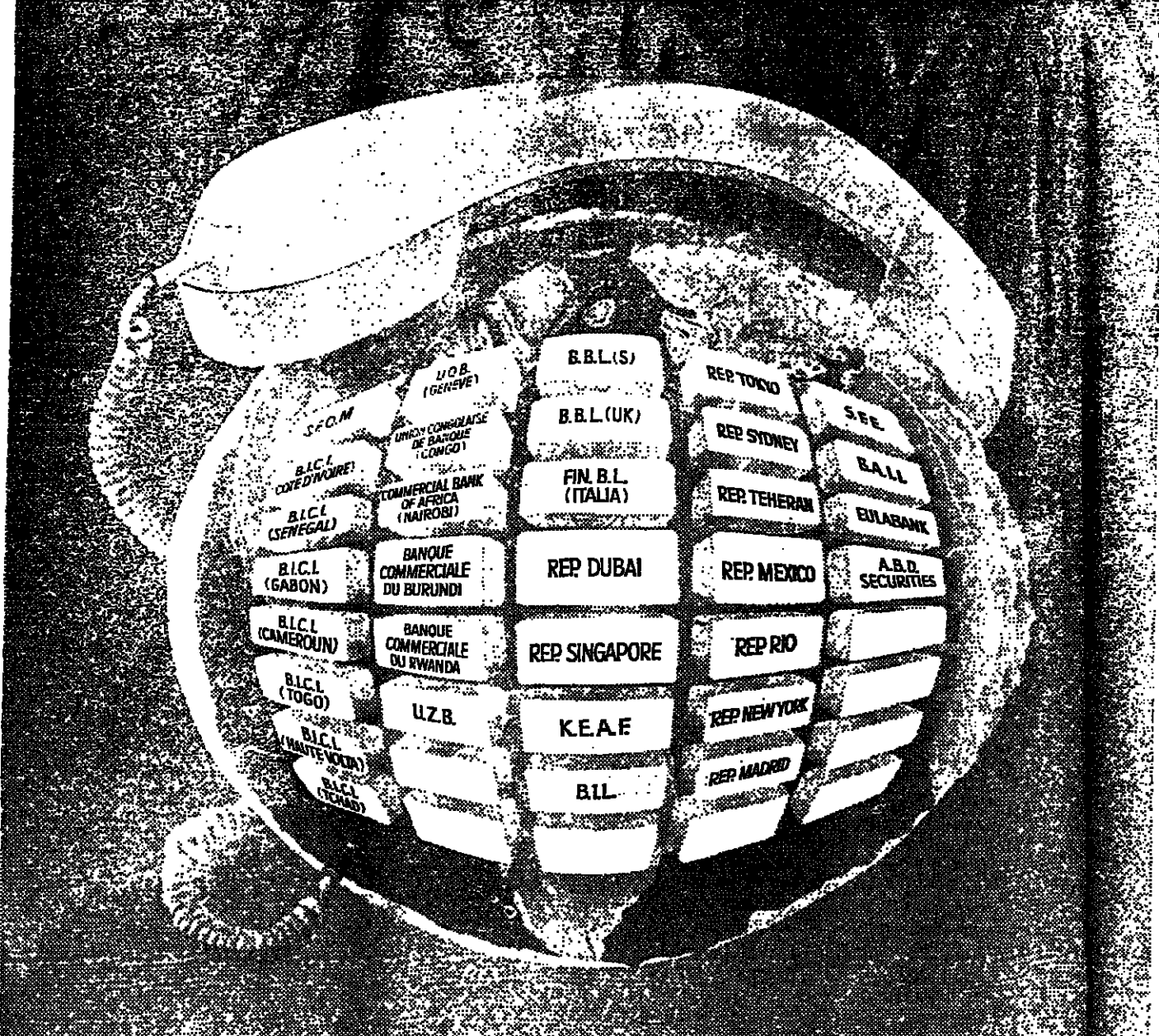
These units should start coming on stream next year, however, and will eventually allow production from the Ekofisk area to build up to as much as 765,000 barrels a day in 1981. The other fields that are still to come on stream are Edda and Albuskjell.

The companies in the Ekofisk group include Phillips, Petrofina, Elf Aquitaine, Norsk Hydro, Total, Goparex, Muratrecop, Cofranor.

Phillips said yesterday. Output is limited by the delay in the building of processing facilities at Teesside.

Production from the Ekofisk area is limited by the delay in the building of processing facilities at Teesside.

Production from the Ekofisk area is limited by the delay in the building of processing facilities at Teesside.



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PROMOSALONS

EUROPEAN NEWS

French Cabinet approves job-boosting measures

BY DAVID CURRY

AS THE Communist-led CGT union today staged stoppages and demonstrations against Government economic policies, the French Cabinet approved a series of modest measures to encourage employment.

However, the limited room for manoeuvre which the Government has was emphasised when the same Cabinet meeting acknowledged that the budget deficit for 1978 will fall fractionally short of FF 30bn (£3.5bn) compared with the practice purely political FF 35bn originally provided for. The Cabinet said that this deficit would not be financed by inflationary means, since the money supply would grow only in proportion to the gross domestic product.

The latest measures will only nibble at unemployment, which has reached more than 1.3m for the first time since the war, even though Mr. Robert Bouillie, the Labour Minister, put a brave face on the figures by showing that the average length of time a person spent out of a job was declining and that the seasonally

PARIS, Nov. 15.

adjusted figures showed a small of greater competitiveness, the Government is reconciled to facing severe unemployment figures throughout the winter in the hope that it can eventually claim credit for a fundamental improvement in the situation of French industry and hence a more sure promise of future employment.

In spite of the unemployment situation and the rash of small-scale strikes, the unions are still at odds about what action to take. The CGT failed to convince the other main unions, particularly the CFDT and the FO, to take part in today's protest. The latter suspects that the CGT leadership is simply showing some militancy in advance of its congress and does not want to threaten discussions with the employers on re-organising the system of unemployment benefit.

These negotiations will continue after the CGT congress in early December. The question still being the Government's willingness to step up its contributions to prevent the joint industry-union managed unemployment fund running out of cash.

Sweden to ban drink advertising

The Swedish Parliament yesterday decided to ban almost all advertising of liquor, wine and export beer as of July 1 next year.

Exempted from the ban are certain technical publications, such as the state-owned liquor monopoly's own periodicals.

Advertising tobacco will still be allowed, but the companies must show "moderation." Parliament said, adding that tobacco advertisements must include declarations of contents and warnings about the hazards connected with smoking.

Finnish arms deal

The Finnish Government has been given approval by Parliament to buy military equipment worth \$500 million (800m) from the Soviet Union, Reuter reports from Helsinki.

Details of the Soviet credit were not disclosed but it is believed to include surface-to-air (SAM) missiles and replacement aircraft for Finland's ageing Mig-21 fighter planes.

NATO chief in Turkey

NATO Secretary-General Joseph Luns arrived yesterday in Turkey for a five-day visit, Reuter reports from Ankara.

He will see Turkish Premier Bulent Ecevit, the chief of staff and the Defence and Foreign Ministers.

Communist expelled

An Italian Communist Party official has been expelled from the party for giving evidence on behalf of one of 60 alleged Mafia bosses on trial in Reggio Calabria, Reuter reports.

Sig. Carmelo Praticò told the court yesterday that he had been approached by one of the alleged Mafia's most ruthless leaders, as a honest man.

Belgian election date

The Belgian Parliament was dissolved yesterday and general elections will take place on December 17, according to a royal decree, Reuter reports from Brussels.

Prime Minister Paul Vanden Boeynants, who took over from Mr. Leo Tindemans on October 20 after a quarrel within the four-party coalition, forecast that the elections would not change the political balance very much.

IATA urged to resist U.S. attack

BY MICHAEL DONNE, AEROSPACE CORRESPONDENT

THE INTERNATIONAL Air Transport Association (IATA), the organisation of the world's airlines, will survive despite the attack launched against it by the U.S. Government, according to Mr. Roman Cruz, the president of Philippines Airlines.

Mr. Cruz, who was elected president of the IATA for 1979 at the annual meeting here today, told delegates from more than 80 airlines that they should not allow themselves to be unnerved by the efforts of one government to dismantle the association's fares co-ordinating machinery.

"This is only part of our association," he said, "and not even a vital organ, the reshaping or removal of which would be fatal."

"Indeed it is a compelling indication of the vitality of our association, and of our industry, that we can re-examine and revise, as we have, the objectives and structure of this machinery in order to reduce and liberalise whatever competitive restrictions exist within."

"This exercise has not been easy," he said. The association had gone through agonies in redesigning its structure to make it more responsive to the realities and pressures of the market place.

He said, "The IATA must now leave behind the needless anxieties, self-doubts and even self-flagellation to which it had recently subjected itself. It must reaffirm its own value to the industry and to the public it was pledged to serve."

"To speak of replacing the IATA with another organisation, while recognising the need for an industry-wide co-operative vehicle, ignored the vast capital already accumulated by, in and

through IATA," said Mr. Cruz. "It is there and it would be a shameless waste to dissipate it and rebuild it all over again."

Reuter reports from Manila: Philippines Airlines (PAL) has ordered two A-300 European Airbus for delivery in December next year. An airline spokesman said today. The order was subject to negotiations with Japanese banks to finance the deal. PAL intends to use the 200-seat airliners on its South-East Asian routes. The order is part of the airline's modernisation programme.

GENEVA, Nov. 15...

Strikes continue in Portugal

BY JIMMY BURNS

LISBON, Nov. 15.

PORTUGAL'S LATEST wave of industrial unrest continued today with strikes by over 60,000 railwaymen, postal workers, and miners.

Although the strikes were immediately condemned by the Confederation of Portuguese Industry (CIP) as politically motivated, the Communist-backed unions still appear to be holding back from an all-out offensive against the Government.

Portugal's 27,000 railway workers stopped work this morning in what was clearly a token gesture, outside "rush-hour" time. The country's 40,000 postal workers went on a 24-hour strike from midnight last night only after ensuring that essential services would not be affected.

The strikes, including stoppages by some of Portugal's 7,000 coal and tin miners, are a further sign of growing union anger with the rising cost of living. It looks as though inflation will stand at around 23 per cent by January while the wage ceiling is still pegged to 30 per cent.

Employers, meanwhile, are showing themselves increasingly unwilling to negotiate. They regard what is happening as a Communist-backed offensive at a time when Sr. Carlos Mota Pinto, the Prime Minister designate, is about to form a new administration.

The CIP communiqué said that the strikes had been organised by "those who fear true democracy" and would lead to a worsening of the economic situation.

In spite of an unsettled labour background, however, Portugal is continuing to observe the guidelines set by the International Monetary Fund, with the exception of domestic credit expansion where the country has overshot the mark.

This was the main conclusion to be drawn from a rare television interview with Dr. Jose Silva Lopes, the Finance Minister and former governor of the Bank of Portugal last night.

Sr. Silva Lopes said that although the budget deficit was "considerably greater" than originally forecast, he felt far more optimistic about the balance of payments, which had continued to improve in recent months.

The Minister also said that he expected Portuguese exports to have increased by 15 to 17 per cent by the end of this year (in

dollar terms), and imports to have risen by 4.5 per cent.

Provisional figures from the Bank of Portugal show Portugal having a trade deficit of \$643m in the third quarter of this year, compared with a deficit of \$312m in the same period of last year.

Services in the third quarter of this year were up by \$37m on the previous quarter, while migrant remittances showed a surplus of \$486m.

In the period April 1978 to March 1979 Portugal expects to reduce its external current account deficit from about \$1.5bn to \$1bn.

This year's third quarter current account deficit fell to below \$300m, compared with \$341m in the same period last year. This brings Portugal's current account deficit over the last nine months to about \$1.2bn.

Ship ordered out

The Malaysian Government rejected international pressure and ordered the tiny coastal freighter Hai Hong and its 2500 Vietnamese passengers out of its territorial waters, Reuter reports from Kuala Lumpur.

The Home Ministry said it would repair the ship's disabled engine and provide food, medicine and water to enable the passengers to continue their voyage in search of a new home.

W. German chemicals spending

By Guy Hawtin

FRANKFURT, Nov. 15.

WEST GERMANY'S chemicals industry last year spent DM 2.6bn (£702m) on environmental protection measures, some 18 per cent, or DM 400m, more than in 1976.

In terms of new capital investment, environmental protection expenditure amounted DM 600m, 11 per cent of the industry's total capital investment. At the same time environmental protection added DM 2bn to the industry's operating costs.

The Frankfurt-based West German Chemical Industry Association pointed out that in capital investment terms there had been a small decline in spending on environmental protection: from DM 851m to DM 855m. The elimination of air pollution, in terms of capital investment, had cost DM 255m, compared with DM 257m the previous year, while water purification investment had dropped from DM 301m to DM 238m. Spending on waste disposal rose from DM 68m to DM 88m, and on warning equipment fell from DM 37m to DM 25m.

Boumedienne's surprise overture

BY DAVID WHITE

PARIS, Nov. 15.

THE TENTATIVE hopes of a detente between France and Algeria have been significantly strengthened by a surprise message from Col. Houari Boumedienne, the Algerian President, on his way home from a prolonged stay in the Soviet Union.

President Boumedienne's message to President Valéry Giscard d'Estaing—sent from an aircraft while overflying France—proposed a fresh effort to improve France's relations with Algeria and the Maghreb region as a whole.

The Algerian leader was returning after six weeks spent in the Soviet Union amid rumours of a serious illness. The exceptionally warm terms of his message came as a surprise to the French Government, which earlier this year proposed the normalisation of relations

between the two countries.

The most important change came in the summer with the arrival of President Ould Daddah in Mauritania—whose condominium with Morocco in the former Spanish Sahara, has been backed by French military support—by a government seemingly more open to a compromise with Algerian-backed autonomists.

Mr. Mohammed Ould Salek, the new Mauritania President, was a recent guest of M. Giscard d'Estaing in Paris.

President Boumedienne outlined in his message the prospect of a major French role in the region, provided that the "national rights of the Saharan people" were satisfied. On this basis, he said, Franco-Algerian co-operation could be rebuilt in a lasting manner. Algeria would also be ready to contribute to "a new page of history"

in the western Mediterranean.

The French Government is unlikely to let President Boumedienne's latest initiative go unanswered. Several important trade deals—including construction of a car plant at Oran, which has been in the balance between the crucial companies Renault and Fiat in Italy—have been held up because of the unfavourable political climate caused by the French air force's action in the Sahara conflict.

Mr. Abdelaziz Bouteflika, the Algerian Foreign Minister, raised expectations of an imminent improvement in relations, but these have so far borne few results.

Further uncertainty was caused by M. Boumedienne's abrupt disappearance early last month and his reemergence in Moscow.

SALT warning for Soviet MPs

BY DAVID SATTER

MOSCOW, Nov. 15.

SENATOR Abraham Ribicoff, today warned Soviet leaders that the views of the U.S. Congress must be taken into account in the strategic arms limitation negotiations.

The senior Connecticut Senator, who is Jewish, is leading a delegation of 12 U.S. Senators who are visiting the Soviet Union this week at the invitation of the Supreme Soviet.

He indicated, in an apparent reference to U.S. legislation tying liberalised U.S.-Soviet trade to freer Jewish emigration, that existing problems in trade relations could be surmounted.

Speaking to the Supreme Soviet, Senator Ribicoff said it would be misleading to assume that because the President of the U.S. and the majority of Congress belonged to the same political party, there was agreement on foreign policy matters.

Although he personally was encouraged by the prospect of a new SALT agreement, Senators who voted on the SALT treaty must also have confidence in Soviet intentions in regional disputes.

Mr. Ribicoff cautioned the

Russians not to seek to benefit from instability in Africa and the Middle East and said that Soviet help in fostering progress achieved in the Camp David

President Leonid Brezhnev yesterday conferred the title of Heroes of the Soviet Union on the two cosmonauts, Commander Vladimir Kovalenok and Flight Engineer Alexander Ivanchenkov, who spent a space-breaking 139 days in space aboard the orbiting Salyut 6 space station.

The cosmonauts went into space on June 16 and returned to earth on November 2 after conducting an extensive series of physical, medical, meteorological, photographic and scientific experiments.

talks would serve the interests of the world.

He said he felt that the Soviet Union understood the importance of the U.S. attached to emigration and human rights and that the U.S. understood that Moscow was prepared to talk about such matters quietly. Progress in "a quiet manner"

had been achieved this year, he said. In an apparent reference to the number of Jews receiving permission to emigrate, the figure has been close to 2,500 a month this year, approaching the record levels reached in 1973.

Meanwhile a Soviet hijacker has been shot dead while attempting to divert an airliner on a domestic flight between Krasnodar and Baku near the Soviet border with Turkey and Iran.

Tass, the Soviet news agency, identified the hijacker as E. M. Makhayev, and said he wanted to force the plane to fly across the border. The attempt was foiled by Ministry of Civil Aviation security guards and no passengers were hurt.

Makhayev's attempt, which took place a few days ago, was the second in the area near the Soviet Union's southern border in the past six months. On May 8, a man described by Tass as "armed criminal Skubenko" tried to hijack an aircraft on a flight between Ashkhabad, capital of the Turkmen republic, and Mineralnye Vody in the Caucasus. He was killed but no one else was hurt. Tass reported.

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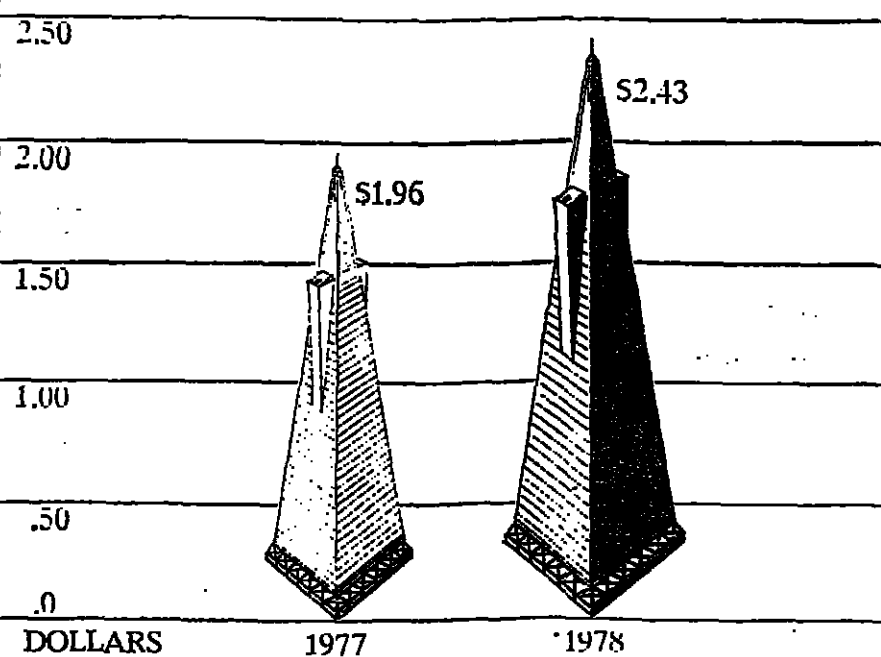


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Boeing wins orders for 50 wide-bodied aircraft

BY JOHN WYLES

NEW YORK, Nov. 15.

BOEING COMPANY was today celebrating the best influx of orders of any day in its history, after two U.S. airlines announced they would buy 50 of Boeing's new 767 aircraft, at a cost of \$1.9bn.

The order, 30 from American Airlines and 20 from Delta Airlines, mean that Boeing's new 767 wide-bodied twin-engine aircraft has an excellent future. United Airlines, the largest U.S. carrier, provided the first orders, for 30 aircraft in July, and today's contracts mean that substantial numbers of 767s should start moving off the Seattle production line in 1982.

But there was a slight twinge of disappointment at Boeing, the world's largest commercial aircraft manufacturer, that American Airlines had not provided the first order for the third engine wide-bodied design, the 777. American had been studying the aircraft closely, and there had been speculation in the airline industry that it would buy several 777s.

Boeing is developing three new types of aircraft for the 1980s and beyond. They are designed to meet new U.S. noise requirements and to provide greater fuel efficiency than the present generation. First orders for the narrow-bodied 737, the current member of the new family, came in September from Eastern Air-

lines and British Airways, which have made preliminary undertakings to buy a total of 40. Apart from its size, the other notable feature of today's orders is that they all are equipped with General Electric's new GE6-90 engines. This gives GE an important edge over Pratt and Whitney, whose engines will be installed on the 767s ordered by United.

Delivery of the new aircraft

Prime rate of 11% spreads

BY STEWART FLEMING

NEW YORK, Nov. 15.

A PRIME RATE of 11 per cent began to spread through the U.S. banking system today with announcements that two large New York banks, Chemical and Marine Midland, are following the lead of First National Bank of Chicago, which raised its prime rate from 10 1/2 per cent on Monday.

The announcement was accompanied by renewed signs of upward pressure on short-term interest rates in the money markets which could already be building the base for an 11 1/2 per cent prime rate before the end of the year.

Thus, in the commercial paper market, General Motors Acceptance Corporation raised the rate of interest it is prepared to pay

for 30-day money from 10 1/2 per cent to 10 3/4 per cent. A week ago 30-day paper was yielding around 9 1/2 per cent.

Separately, the fifth largest New York Bank, Morgan Guaranty, yesterday issued six-month certificates of deposit at 11 1/2 per cent.

The demand for funds of this maturity is generally attributed to two factors. One is the need to replace borrowings which are maturing and the other is the desire to secure funds in anticipation of further rate increases. The net result, however, is that the overall cost of funds to commercial banks is increasing and putting pressure on their lending rates.

Austerity warnings by Carter aides

By Jurek Marcho

WASHINGTON, Nov. 15.

SENIOR MEMBERS of the Carter Administration are engaged in an earnest public relations campaign to convince the public that the President means what he says about fiscal austerity in the months ahead.

Two senior White House aides, Mr. Hamilton Jordan, the political adviser, and Mr. Stuart Eizenstat, who is responsible for domestic affairs, both said yesterday that major spending on socially desirable projects would have to be delayed as part of the anti-inflation battle if the President's goal of reducing the budget deficit to under \$30bn by the next fiscal year was to be met.

If the Administration adheres to its promise to NATO and increases defence outlays by 3 per cent next year, social services will have to be cut sharply. Cabinet departments have already been ordered to find about \$15bn in savings on existing programmes, while it now seems clear that cherished proposals to reform the welfare system and introduce a national health insurance scheme will be delayed.

Mr. Jordan acknowledged that such actions would produce "screams of protest" from both sides of the aisle, but he said, "somebody's got to say no and the President's going to do it. You can't have it both ways. You can't please all these people and still fight inflation."

However, in the clear unanimity of approach on the budget question, the Administration is still tending to speak with more than one voice on other aspects of its war on inflation.

The most evident on the evening question of whether or not scheduled steep increases in social security taxes, due to take effect in January, should be postponed or reduced. The arguments in favour of such action are obvious. It would not hold up production costs and thereby fuel price rises, and not excessively burden the general public with higher taxes at a time when disposable income is being pressed by inflation.

On the other hand, Mr. Eizenstat argued yesterday, "delaying social security increases would make it that much more difficult to reduce the budget deficit. Moreover, it is also argued, the tax cuts contained in the latest piece of congressional legislation do nothing for the public to a degree from the impact of higher social security levies."

At his press conference last week, Mr. Carter said he had "no present plans to seek to delay or reduce the scheduled increases. Two key Congressmen, Sen. Russell Long of the Finance Committee, and Mr. Al Ullman, Chairman of Ways and Means in the House of Representatives, both side with the President on this, though for somewhat different reasons."

However, Mr. William Miller, the chairman of the Fed, has suggested that some move on social security might be appropriate. Equally, Mr. Alfred Kahn, the new anti-inflation adviser, has said on a number of occasions that if he had been involved in the planning of the anti-inflation package (which he was not), he would probably have favoured more on the issue.

Mr. Eizenstat sought to find a middle ground in the President's statements, there was at least a slim chance of asking Congress to take action. One way of doing so would be to request Mr. Carter's original proposals to restore financial health and social security trust funds by dipping into general treasury revenues on a continuing basis. But this was anathema to Senator Long when first broached in 1977 and he is not thought to have changed his mind since, as Mr. Carter himself observed last week.

Uncertainty also surrounds another part of the President's anti-inflation package—the so-called real wage insurance plan—which is due to be presented to Congress early next year. This would pay a wage subsidy to workers whose pay settlements were within the 7 per cent guidelines if the rate of inflation exceeded 7 per cent.

Administration sources have admitted there is much intra-departmental conflict and disagreement on how such a system would work, as well as on whether the potential costs and costs to the Government would be too high if the rate of inflation did not exceed 7 per cent.

In an interview published this morning, Congressman Ullman, in whose committee the legislation would have to be passed, was sharply critical of the plan. He said the idea was impractical and that it might not be practicable.

He conferred today with Mr. Treasury Secretary, and emerged to promise early hearings on the proposal. He did not say what his reservations had been, but it is clear that he has been alarmed.

If it does get through Congress, then the Administration will have lost a valuable inducement to the large labour unions to settle inside the voluntary guidelines.

U.S. COMPANY NEWS
Cargill bid for MSPX.
Carter Hawley Hale advances.
Time completes mergers.
Page 23

Rhodesia's leaders fly to Pretoria for Botha talks

BY TONY HAWKINS

SALISBURY, Nov. 15.

RHODESIA'S four-man Executive Council flew to Pretoria today for discussions with Mr. P. W. Botha, the South African Prime Minister. The meeting, described as a courtesy call, was the first between leaders of the Rhodesian Transitional Government and Mr. Botha since he became Prime Minister in September.

It is thought here that the Rhodesian leaders wanted to talk to Mr. Botha about financial and military support after the hand-over to majority rule. The Transitional Government is understood to be increasingly resentful about the Western powers of the results of elections here if they are held without the participation of the Patriotic Front led by Mr. Joshua Nkomo and Mr. Robert Mugabe.

The Executive Council of Mr. Ian Smith, Bishop Abel

Muzorewa, Chief Jeremiah Chirau and the Rev. Ndabandaba Sithole is due back in Salisbury tonight in readiness for tomorrow's crucial joint meeting of the Executive and Ministerial Councils on the timing of one-man, one-vote elections and the hand-over to black rule.

So far, there is no evidence that a compromise formula is being developed. Instead, Mr. Sithole appears to believe that postponement of the December 31 hand-over date is inevitable. Mr. Muzorewa is insisting that the date must be met.

The Bishop has put forward a programme for accelerating the constitutional procedures to be fulfilled before the referendum on the new constitution to be held on December 1. Parliament would then be given less than a week month.

to pass the necessary legislation. Elections would be held over three days on December 22 to 24 for a transitional government campaign of no more than a fortnight. Mr. Smith has said that such a programme "is simply not on."

Mr. Sithole said in Salisbury today that the Executive Council had no power to delay the elections but, he stressed, there was no question of his party pulling out of the internal agreement if the December 31 hand-over date proved to be unattainable.

Mr. Smith, anxious to keep all options open for as long as possible, has called on Britain and the U.S. to explain why they are taking so long to convene the all-party conference on "no preconditions basis" that was agreed in Washington last

Gaza issue crisis at peace talks

BY ROGER MATTHEWS

CAIRO, Nov. 15.

EGYPT AND ISRAEL, both appear to agree with the United States that another critical stage on the road to a Middle East peace treaty has been reached from the peace treaty about which several stumbling blocks are the most important.

President Anwar Sadat of Egypt insisted in Ismailia today that the negotiations with Israel were at crisis point. That was his first time since President Hosni Mubarak to Washington. Mr. Sadat said the negotiations might have to be interrupted and the delegations recalled.

"But we'll all get together again and work it out," he said. Having stated that 90 per cent of the road to peace had been travelled, the President added: "If Israel, after all this achievement, does not accept a solution to the Palestinian problem then the deal better return to their positions."

Since the start of negotiations, Egypt has been striving to link the bilateral deal with the framework for a comprehensive Middle East settlement. Essential to this means that the Palestinian people living on the occupied West Bank of Jordan and the Gaza Strip.

Mr. Sadat now appears to be insisting that the Gaza Strip—administered by Egypt until it was captured by Israel in 1967—should return to Egyptian control. In the Camp David agreements the Gaza Strip and the West Bank were treated as one entity that would eventually form the basis for a Palestinian homeland, although Israel has insisted on discarding its future status after five years while maintaining a military presence in the territory.

It is not known whether Egypt is now asking for a commitment by Israel to military withdrawal from Gaza or whether it is merely seeking a precise timetable whereby the limited self-rule elements of the Camp David West Bank and Gaza Strip in the bilateral deal with the

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New Iran foreign exchange controls

By Andrew Whitely

TEHRAN, Nov. 15.

IRAN TODAY imposed fresh controls on transfers abroad, as the country's volatile political crisis kept uncertainties over its economic future at a high level.

Only eight days after the Central Bank of Iran had bowed to the inevitable and announced annual foreign exchange quotas of \$40,000, a new circular to commercial banks today limited personal travel allowances to 200,000 rials (under \$3,000) a trip, and stopped CB's foreign exchange reserves for private use.

Meanwhile, Iranian experts are now assessing the losses incurred in Tehran 10 days ago when rampaging mobs took over the city centre for several hours and systematically burnt all the banks, cinemas, government offices and other buildings in their path.

One preliminary estimate of the damage puts it as high as \$200m. Nearly 400 banks alone were either severely damaged or completely destroyed.

To add to the troublesome strikes that are keeping up the pressure for a political solution over the past two days, an increasing number of power generation workers have also struck, halting industrial action.

The Ministry of Energy announced last night that technicians at the major Reza Shah Khabir dam power station, in the south-west, had begun a go-slow. It said workers in several other power stations were also going to work reluctantly. Already large areas of Tehran have suffered periodic blackouts.

Following yesterday's official statements that the oil industry strikes were effectively over, diplomatic sources say today's crude oil production actually dropped by 100,000 barrels from 3.3m to 3.2m barrels. Although many of the strikers have returned to their jobs, they appear to be doing little work.

S. African scepticism
By Quentin Peel
JOHANNESBURG, Nov. 15.
THERE WAS a generally sceptical reaction today from South Africa's urban black community to the suggestion of a liberal shift in the South African Government following yesterday's reshuffle of the cabinet.

The appointment of Dr. Piet Koornhof, the most outspoken moderate in the Cabinet, as Minister of Plural Relations, responsible for all black affairs, was widely known to mean black leaders but greeted less enthusiastically by most urban leaders.

"We do hope that this indicates a change in emphasis," said Dr. Nkomo, chairman of the Southern Committee at ten. "But it means no change in policy whatsoever. These people are all Nationalists. Other urban reaction was more hostile, with one observer describing people as 'unimpressed'. It is only 'separate development' stages who actually say 'this is God's gift to our problems,'" he commented.

Chief Gatsha Buthelezi, Chief Minister of the KwaZulu Homeland and leader of the Inkatha movement, the largest black political organisation, separately appearing in the country, said the appointment was "not important." Dr. Koornhof had attempted to be innovative as Minister of Sport, he said, and "we can only hope he will have the same approach to the black problems of South Africa."

At the same time, the largest black political organisation, Inkatha, separately appearing in the country, said the appointment was "not important." Dr. Koornhof had attempted to be innovative as Minister of Sport, he said, and "we can only hope he will have the same approach to the black problems of South Africa."

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Blumenthal sets off for oil talks

BY DAVID BUCHAN

WASHINGTON, Nov. 15.

MR. MICHAEL BLUMENTHAL, the U.S. Treasury Secretary, sets off tomorrow for a week of talks with four key Middle East oil-producing states, in an attempt to get the Organisation of the Petroleum Exporting Countries (OPEC) to moderate any price increases. OPEC members are to meet in a month in Abu Dhabi to discuss world oil prices for 1979.

The message that he and Mr. Fred Bergsten, the Assistant Treasury Secretary, will take to Saudi Arabia, Abu Dhabi, Kuwait and Iran is that only a moderate increase—perhaps 5 per cent—would avoid an undue widening of the U.S. trade deficit and consequent damage to the dollar, and would allow the U.S. industrial partner countries to sustain their economic recovery. OPEC did not raise its prices this year.

partly because the U.S. produced the same arguments 12 months ago, and some OPEC members are calling for a 15 per cent price rise in 1979, to catch up.

U.S. oil imports for the first 10 months of 1978 were 10.5 per cent below last year's level, the American Petroleum Institute reported today. But the Institute said the expected OPEC price rise next month was now causing a rise in imports for stockpiling, with imports in October 1977, Mr. Bergsten, in a speech earlier this week, forecast an increase in the last quarter of this year. He also predicted that a 5 per cent OPEC price rise would add \$2bn to the projected U.S. trade deficit of \$25bn in 1979.

The Treasury Secretary is also likely to point out OPEC's self-

interest in a stable dollar which, since the Carter Administration's measures to support the dollar announced on November 1, has recovered substantially—an improvement of more than 4 per cent on the Morgan Guaranty Trust trade-weighted average of key currencies.

With the apparent collapse of the Iran oilfield strike, and the resumption of Iranian supplies at near their normal level, Administration officials hope that supply and demand for oil may lead OPEC to moderate its price rises.

Mr. Blumenthal, who is to see President Carter later today, will also undoubtedly convey to the Shah some of the Administration's broader political concerns about developments in Iran.

PRESIDENT CARTER'S FEED GRAIN ACTION

Food price threat to U.S. anti-inflation policy

BY DAVID BUCHAN IN WASHINGTON

FOOD PRICES are at the mercy of many imponderables. Last weekend President Carter announced an increase in the Administration's price support for feed grain prices that will raise their prices an average 2.5 per cent in each of the next two years.

This inevitably will work through into higher meat and poultry costs, and may largely negate the effect of Mr. Carter's simultaneous decision to veto a Congressional bill that would have set a ceiling on foreign beef imports in times of domestic scarcity and high prices.

The President took this action at a time when it is becoming increasingly clear that food prices, and to them, acute sensitivity to public, could be the crucial factors in scuppering his much-vaunted bid to bring down the U.S. inflation rate from over 8 per cent this year to 6.5 per cent in 1979.

Food prices have this year proved the cutting edge of inflation, exceeding the overall rise by about 2 per cent and by more in some food categories. The Agriculture Department yesterday estimated that the increase in retail food prices in 1979 would not be less than 6 per

cent, and could be perhaps as much as 11 per cent. Farmers, and indeed all sellers of raw materials, are exempt from the Carter Administration's new price guidelines. The Council on Wage and Price Stability, which has the task of monitoring these guidelines, says the reason is that farmers have no industrial control over their own market, and cannot therefore be expected to decelerate their price rises in the way that every other sector or company is being asked to.

Mr. Thurgood says it will, however, close tabs on the middlemen in the food chain between the farm and the supermarket—wholesalers, retailers, processors and distributors—to see that they conform to the price guidelines. But they also set aside a further 10 per cent of the council's relatively small and over-stretched staff say their priority is to concentrate on the price behaviour of the major industrial companies.

"I'm a farmer myself," Mr. Carter rejected the advice of his anti-inflation counsellors that he should let more land go back into production, and continued the set aside programme at the same level for 1979. But, as a concession to the farm lobby, he has raised target prices next year.

Crucial to this decision was last week's news from the Agriculture Department that the 1978 harvest would be a record. The corn or maize crop, the biggest and most important export, is now put at 6.8bn bushels this year, up from 6.37bn bushels last year.

Had not some 7m acres been set aside this year, Agriculture Department officials reckon the crop would have been half a billion bushels bigger—a level that would have sharply depressed prices.

The other factor President Carter cited as justification for continuing the set-aside programme at the same level was the high volume of world stocks in feed grains which even earlier this year were 82m tonnes, and of U.S. stocks which at the start of this crop-year amounted to 40m tonnes and by the end will be more.

Under this programme, farmers are rewarded for not producing, for keeping a portion of their land fallow and out of food production. This may seem a very costly arrangement for American farmers. But it is also the traditional means by which they are prevented from financially straining themselves and depressing prices with their own productivity.

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MECCA

The problems of a pilgrimage

BY JAMIE BUCHAN IN JEDDAH

Last Friday at a tiny village in the desert, more than one and a half million Muslims sacrificed an animal to celebrate the culmination of their pilgrimage and the start of the Eid Al-Adha, the greatest feast of Islam. All over the Muslim world, believers who could afford it, repeated the sacrifice and shared vicariously in the pilgrim ritual which all Muslims are enjoined to perform at least once in their lives.

For 300 days of the year, the village of Mecca, five miles east of Mecca, is deserted but, during the five days of the Hajj pilgrimage, the empty valley is transformed into a sea of tents, laid out by the Saudi Government on a grid pattern, with medical teams, National Guardsmen and even several hundred boy scouts assigned to each block to shepherd the pilgrims and to help the lost and ailing.

Last year, 739,000 foreign Muslims performed the pilgrimage and 886,000 Saudis and non-Saudis joined them from within the Kingdom, and this year the figure was higher. By midnight on Saturday, when the deadline for pilgrim arrivals expired, 825,000 foreign Muslims had arrived, the majority by air.

For the past month, it has not been easy to sleep in Jeddah. At the height of the traffic, a plane was taking off or landing every minute and Jeddah airport was handling 500 aircraft a day. In fact the Hajj is the major factor behind the dramatic expansion of the Saudi National Airline. It is now the largest carrier of passengers in the Middle East.

With their seamless white cotton garments, their identical beards and cooking implements, it is not easy to make out the nationalities of the Hajjis. But staked to the north of Jeddah are a million and a half square metres—or about 53 football pitches.

Even the shrine in Mecca is to be enlarged again, so that 25,000 pilgrims can perform the ritual of the Hajj at one time instead of the present 4,000.

Among them were some of the 3,000 pilgrims permitted for the first time from Israel in the wake of relations generated by President Sadat's visit to Jerusalem last November. Among them also were expected to be the 45,000 Iranian pilgrims, an increase announced by the Shah as a concession to opposition Muslim opinion, and even somewhere the ritual that they find bewildering composition is reported never to change.

But if the Hajj is a good indication of shifts in political colour, it is an even more accurate pointer to the state of the Third World economies. In the feeling of elation which briefly animates the four towns of Saudi Arabia before subsiding, Mecca was a centre of pilgrimage long before Islam, but it was the Prophet Muhammad who is said to have given the Hajj its present form as a series of rites commemorating the story of Abraham, considered the founder of Monotheism.

Traditionally, the arrangements for the pilgrims have been managed by the venerable institution of the Mutawwif, or Cicerone, to whom all pilgrims are allocated according to nationality. The Mutawwif arranges transport, lodging, food and water, helps with points of ritual, and tries to ensure none are grouped into about 80 firms of varying reputation and even a single, small operator can hope to earn about \$20,000 from the six days of the Hajj.

But with the size of the modern pilgrimage, the government has been obliged to take an increasing part, from ensuring that merchants can provide the 165 million eggs that are expected to consume

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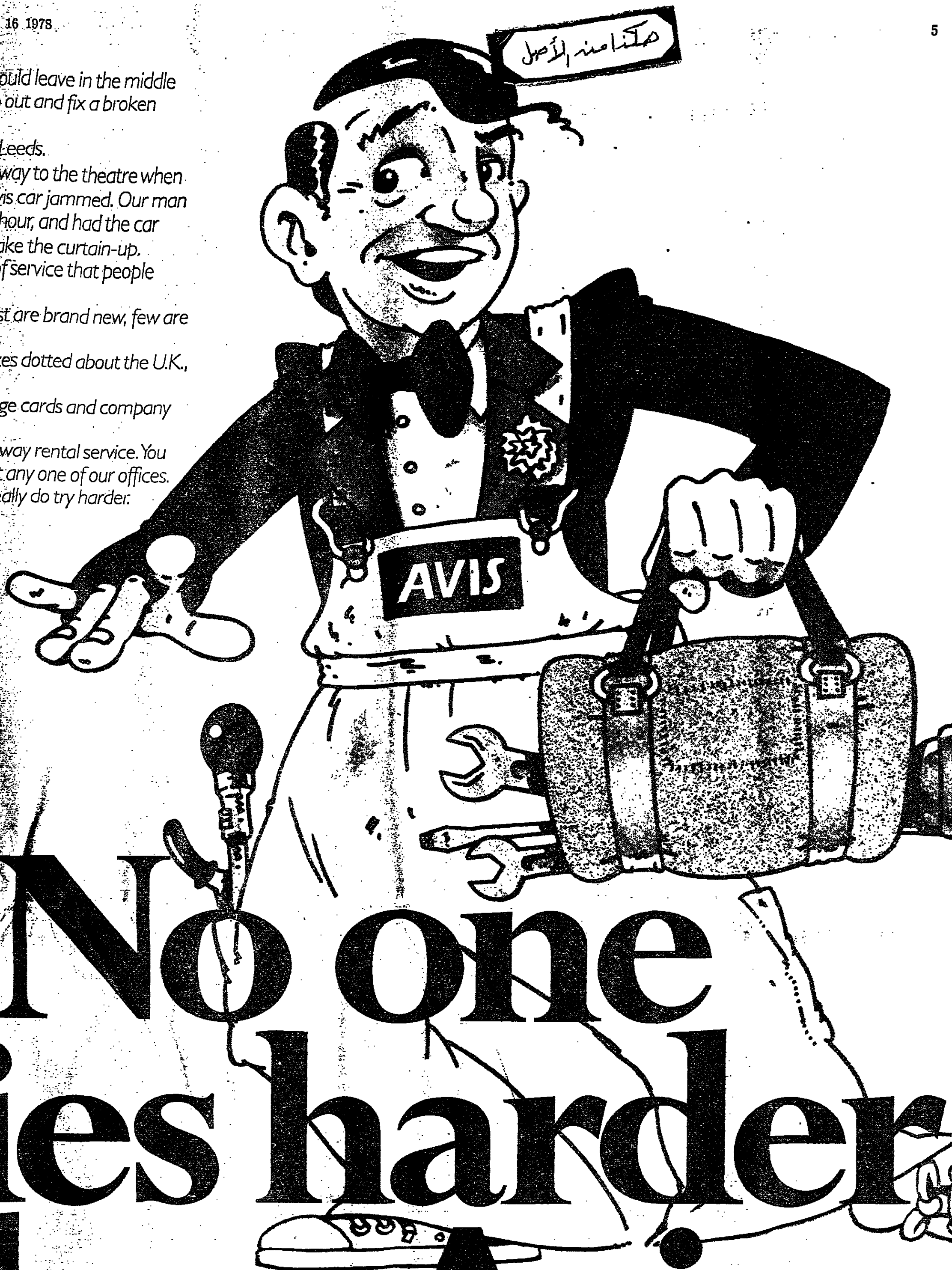
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TOKYO, Nov. 15.

In August last year, Kawasaki arranged a \$98m deal to sell six helicopters of the same size for delivery by 1989. The helicopters are being manufactured in Japan. **Reuter**

TOKYO, Nov. 15.

totaling 101,000 tons, up compared with 2.45m tons in the corresponding period last year. Reuters.

KABACHNIK Nov 15

Mr. John Jukes, a board member of the British Central Electricity Generating Board (CEGB),

Britain was particularly interested in Australia as a supplier, he said, because it had about one quarter of the world's uranium.

By Lisa Wood

Britain was particularly interested in Australia as a supplier, he said, because it had about one quarter of the world's uranium.

LOS ANGELES, Nov. 14.

Under the agreement, the U.S. companies will supply a special kind of turnkey-finishing equipment for installation by Dairen and Shanghai which will be paid for by the Chinese over a period of three years. The equipment, comprising 54 pile drivers, were placed by the China National Machinery Trading Corporation for shipment by early next year. The year-drawn-out contract will be paid cash on delivery.

Sy Raz Ferman.
Swedish Correspondent

Mr. Watson's own company, Southard, paid off 70 workers in September and is now receiving a temporary employment subsidy from the Government in respect of the remaining 120.

BY ANTHONY McDERMOTT

TEHRAN, Nov. 15

The 1,400 kilometre project is being built in three stages. Salspam, a subsidiary of the Italian Eni Group, is the main contractor responsible for the gasline from gasfields in the south near Isfahan; a consortium of the Soviet Transgas and the Czechoslovakian Sotefin companies is to build the Sotefin-CAPAG gasline from the stretch of gasline in Qom; and finally Naftchemprom, a subsidiary of the Soviet Union, for the final stretch to the Soviet border with the Czech Republic, Rubtsovsk (West Germany), Gas de France, and OMV AG (Austria).

The 1987 agreement was signed with Metallhizex (Czechoslovakia) for 3,600 cubic metres a year. The total consumption of gas by the Czech Republic is 100 million cubic metres. The throughput of the first agreement will be used by the Soviet Union as compressor fuel, and as feedstock for its trans-Caucasian industries.

BY CHRIS SHERWELL

ISLAMABAD Nov 15

The agreement calls for a stepped-up government effort in recent years to accelerate development of Pakistan's oil resources. Fifteen wells have been drilled since oil was first commercially extracted in 1915, and as a result the country's still-unknown resources have remained relatively untapped.

Under the new agreement, Gulf will receive about two years to negotiate. Gulf will pay 85 per cent of the exploration costs, including the foreign exchange

of eight wells and allow exploration over a 9,400-s-q-mile area. One well will be drilled within the first year, and another five over the next four years. After additional seismic work three more wells might be drilled.

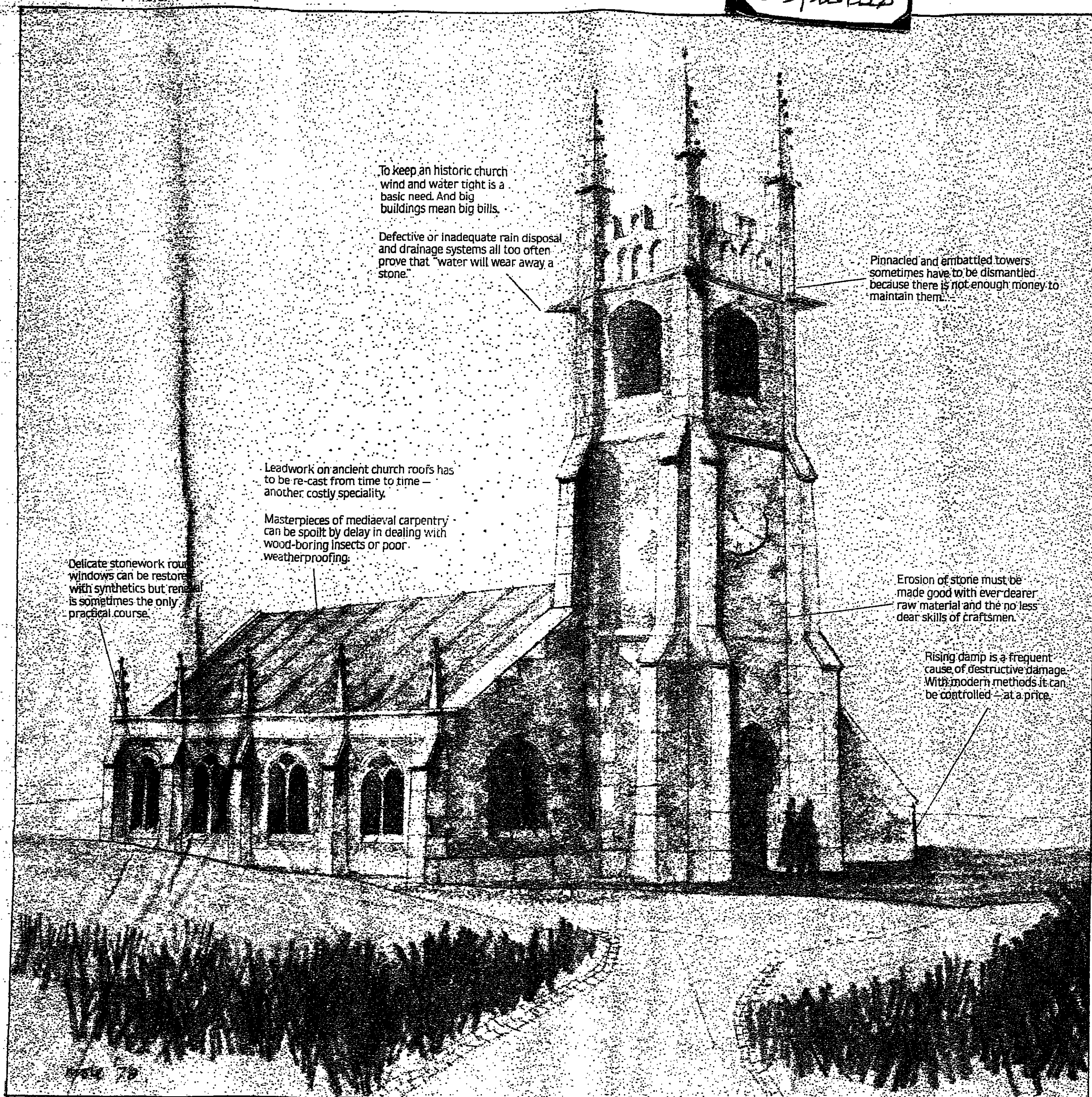
Gulf representatives say the company's activity in the exploration and production, and thus there are no plans to move into refining. A new subsidiary is being formed, to be known as Gulf Oil Pakistan.

An aerial, black-and-white photograph showing a large, curved, light-colored structure, possibly a bridge or a large building, with a road and some smaller structures visible along its length. The structure is curved, and there are several smaller buildings or structures along its edge. The surrounding area appears to be a mix of open land and some infrastructure.

1

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HOME NEWS

Agreement reached on revised double tax pact with U.S.

BY MICHAEL LAFFERTY

AGREEMENT HAS now been reached at official level on a revised double tax treaty between the UK and the U.S. Mr. Joel Barnett, Chief Secretary to the Treasury, told the Commons last night.

But it is almost certain that new pact will not ban the controversial unitary tax regime of States such as California and Alaska, which taxes multinational companies on a proportion of their world-wide income.

The original treaty covered this point but after extensive lobbying, the U.S. Senate deleted the relevant clause before approving the rest of the treaty last June.

It has been clear for some time that the UK Government has been resigned to the loss of the

unitary tax clause but was not prepared to jettison the whole treaty, which it feels contains several other advantageous provisions, because of it.

It is not yet known what concessions the UK has been able to extract in return for the loss of the unitary tax clause. Indeed, the details may not become clear until the protocol containing "the amendments" is published, probably next month.

Mr. Barnett said in a written answer that this time the U.S. Senate will be invited to approve the amending protocol in the first instance and it will then be put to the House for consideration under the affirmative resolution procedure as a draft Order in Council.

Chemists 'will act for more money

BRITAIN'S chemists are disappointed that the Government is not taking stronger action over the long-standing claim for more money.

The Pharmaceutical Services Negotiating Committee, representing 9,500 dispensing chemists, said yesterday that Mr. David Ennals, Health and Social Services Secretary, had offered to refer the chemists' three-year claim for higher payment for dispensing prescriptions to an independent panel on Tuesday.

This means that the Government is only "morally" committed to implement the panel's recommendations rather than being bound by an arbitration, as the committee had hoped.

Yesterday the committee told the Government that unless more money was forthcoming it

would recommend industrial action.

Chemists receive only 6p on a prescription worth £2, a profit of only about £1,000 on Health Service dispensing a year if 34,000 prescriptions are made up.

This is a 2.5 per cent profit on turnover, compared with an average 5 per cent the committee claims is made by other retailers.

The return on capital invested is about 15 per cent, still below the increasing cost of drugs. Last year prices increased by 18 per cent.

The panel, consisting of one Government representative, an accountant and an eminent retailer, agreed jointly by Mr. Ennals and the committee, will begin work in January and announce its decision in April.

Fuel sector to recruit

BY KEVIN DONE, ENERGY CORRESPONDENT

ALL THE energy industries, except for electricity supply, are expecting to increase manpower over the next 10 years.

The fuel sector employs about 650,000 people and no big problems are foreseen in recruitment.

Sufficient numbers of newly-qualified graduates and technical college students should be available, but according to a report prepared for the Energy Commission, there is an urgent need for people such as draughtsmen,

engineers and technologists. British Gas, which employs about 100,000 people and another 17,000 contractors, expects to take on about 1,000 more, skilled and 4,000 semi-skilled people over the next decade.

The United Kingdom Atomic Energy Authority, which employs about 12,500 workers, expects a 10 per cent rise in its workforce and British Nuclear Fuels will probably increase its 12,500 workers by 2,500 by 1981.

Tri-ang plea rejected

BY ARNOLD KRANSDORF

THE GOVERNMENT has turned down an appeal by the workers of Tri-ang Pedigree to save the Merthyr Tydfil-based toy company from closing down by Christmas.

Mr. John Morris, Secretary of State for Wales, yesterday confirmed the Government's decision not to make further financial support available.

Since 1973, nearly £4m of public funds have been pumped into the ailing company, which has been in the hands of a

receiver since December last year.

Mr. Morris, rejecting a deputation of arguments for continued support, said: "It is now a matter for the receiver to take whatever action he deems to be necessary under the terms of his appointment."

The decision means that most of the company's 240 employees will lose their jobs within the next few weeks. A small staff will be kept on until the company is run down completely.

Rare atlas fetches £44,000

A RARE edition in Spanish of Blaeu's famous Atlas Major, published in Amsterdam between 1658 and 1669 in ten volumes (one here is missing), sold for £44,000 plus 10 per cent buyer's premium at Christie's yesterday.

The atlas, a Swiss dealer, was in good condition, with 518 coloured maps, and made the top price in an auction of atlases and topographical books that totalled £219,380.

Bosch also paid £23,000 for an almost complete atlas by Ortelius, published in Antwerp in 1592. Other high prices were the £25,000 from the London dealer

Hammond for a collection of 18th-century city views by Braun and Hogenberg, published in Cologne in 1599; £7,500 from Burgess for Saint-Non's description of the Kingdom of Naples and Sicily in the late 18th century; and £5,500 for the illustrations of British Ornithology, by Selby.

Very good prices were paid in a Sotheby's sale of modern British drawings and paintings, which totalled £238,565. A watercolour by Sir William Russell Flint, unusual in that it showed figures in an interior rather than a nude. Sheets, by Joseph Farquharson, Military and campaign medals from the collection of the late

Move to strengthen Price Commission

BY DAVID CHURCHILL, CONSUMER AFFAIRS CORRESPONDENT

THE GOVERNMENT intends to press ahead with its plans to strengthen the Price Commission by strengthening the safe-guard regulations in spite of the decision by the TUC General Council not to accept the joint statement on pay, prices, and inflation.

The move reflects the long-held concern among many Government Ministers, especially Mr. Roy Hattersley, Prices Secretary, that the safeguard regulations have hampered the Commission's activities during the 15 months it has been in operation.

It is now felt that the regulations aimed at ensuring that no company's profit margins are affected by the three-month freeze during a Price Commission investigation—have been too inflexible.

They have allowed most companies whose price rises have been investigated by the Commission to achieve virtually the full rise before the Commission's investigation had been completed. Of the 25 companies

notifying price rises to the Commission in its first full year of operation, ending July 31, all but five received an interim price rise.

During the lengthy negotiations with the TUC over the proposed statement the Government apparently offered to give the Commission more discretion in dealing with applications for interim rises under the Safe-guard Regulations.

In spite of the Government's willingness to press ahead with such a move as well as its obvious value as a bargaining counter in any talks with the TUC—any changes are still unlikely to take some time to implement.

Under the 1977 Price Commission Act, changes to the safe-guard regulations require the Commission to consult with representatives of consumers, employees, and employers, as well as other interested parties. It seems likely that the Government will publish a short dis-

UK still backs Portugal's entry to EEC

By David Marsh

MR. JAMES CALLAGHAN, assured President Antonio Ramalho Eanes of Portugal during talks at 10 Downing Street yesterday that Britain would continue to support Portugal's application to join the EEC.

Mr. Callaghan and Mr. Eanes, on the second day of his State visit, also discussed general Anglo-Portuguese relations and the situation in Southern Africa.

Later, in a speech at a banquet in Guildhall, Mr. Eanes said that Portugal's entry into the EEC would contribute to the modernisation of its economy and "profoundly affect" the stability of Portuguese democracy.

Pledging Portugal's determination to consolidate a democratic regime, he said that the country's economic position was still very difficult, but the Portuguese were willing to bear the burden of austerity policies necessary for structural changes.

Portugal could offer Europe, he said, a vast potential. Mr. Eanes said adding that the country's stabilisation programme would provide the basic conditions for the economic progress it sought.

Dr. David Owen, the Foreign Secretary, and Sr. Carlos Corra Gago, the Portuguese Foreign Minister, also took part in the Downing Street talks.

Afterwards they signed the UK-Portuguese Social Security Convention, which among other things will raise pensions paid to the 600 British retirement pensioners living in Portugal to the levels paid in Britain.

Earlier Sr. Eanes had talks with TUC and CBI leaders at Buckingham Palace. Today he visits Mrs. Margaret Thatcher, visits Bracknell New Town and has lunch at the Royal Military Academy of Sandhurst.

Services' strength 3% down

By Lynton McLean

THE 13 per cent interim pay award to British Servicemen in April has failed to stop the flow of officers and other ranks leaving the Armed Forces in civilian life.

Strength of the Services in September was almost 4 per cent down on a year earlier, 219,809 men and women on the Army, Navy, Marines and RAF payrolls.

Since the April pay award, a further 24,436 officers and other ranks have left the Forces, compared with an intake of 23,823.

Although the three months to September showed a 13 per cent drop on a year earlier, the rate in the official intake, representing 12,418 men and women.

The award left Servicemen and women with salaries 19 per cent lower than those in 600 selected civilian jobs, but comparable between civilian jobs and the Services should be reached by April 1980.

Next April's award will provide at least 91 per cent and a percentage to take account of any further rise in the difference in pay with civilian jobs.

Factors other than pay are also understood to have damaged morale, the growing personal disturbance involved with Service life has particularly worried the rising proportion of married officers and ranks.

Mr. Jo Grimond, chairman of Job Ownership, said yesterday: "There has been too much emphasis in this country on economics and planning managers, said that the corporation was in the business of financing small firms and had no ideological objections to lending to co-operatives which could prove to be one way of making industry operate more effectively. Fixed interest loans plus a measure of participating interest would normally be involved."

The Co-operative Bank said

Beer figures

MORE THAN 3,408,000 barrels of beer were consumed in August. Customs and Excise figures said yesterday. In the month, about 83,000 barrels were exported.

Emergency rule defended by Gandhi

By Simon Henderson

MRS. INDIRA GANDHI, the former Indian Prime Minister, defended her imposition of emergency rule yesterday, saying that it was necessary to save democracy and that demonstrations against her week's visit to England were typical of what some people thought of democracy.

She said in London that democracy did not mean the same in every country, even Western countries, and did not mean the same in every period of history.

It was up to the people themselves to define it and the system would be tolerated if it satisfied their needs.

The Press criticism of her visit did not bother her very much. The present Janata government was running a pro-business economy, its measures favouring the few. If she was returned to power, she would probably not reintroduce universal amendments and would not impose Press censorship, but there had to be a code of conduct.

There was no Press censorship formally today, but India's Press was being threatened by sackings and withdrawal of government advertisements, she said.

Pressed on why 30 Indian MPs had been imprisoned during her emergency, Mrs. Gandhi—who won a by-election last week returning her to parliament for the first time since her party was defeated nearly two years ago—would say only that the overall position was to control the situation at the time.

Her son, Sanjay, who like his mother still faces legal action for alleged abuse of power, had very little interest in politics. His position as the head of Youth Congress was to bring about action on social and political programmes. On sterilisation, which was one of these programmes, she had never been in favour of compulsion, she said.

New Job Ownership group has loans promise from bank

BY JOHN ELLIOTT, INDUSTRIAL EDITOR

THE INDUSTRIAL and Commercial Finance Commission, and the Co-operative Bank have promised to consider lending money to workers' co-operatives formed with the help of a new organisation named Job Ownership.

The organisation, launched yesterday, has been founded by a group which has been funded by workers and the Government.

The director of Job Ownership, Mr. Robert Oakeshott, a former journalist, was a member of a study group of the Mondragon group of co-operatives last year.

He made it clear yesterday that the enterprises helped by his organisation would have to have substantial financial input from the workers involved.

The organisation, which will liaise with the Government's new Co-operative Development Agency, is initially being funded with a £46,000 two-year grant from the Joseph Rowntree Social Services Trust. It will charge for its services. It expects that its co-operatives will emerge from people wanting to found new enterprises, family businesses wanting to help their sons, and employees and large companies wanting to spin off subsidiaries.

Mr. Jo Grimond, chairman of Job Ownership, said yesterday: "There has been too much emphasis in this country on economics and planning managers, said that the corporation was in the business of financing small firms and had no ideological objections to lending to co-operatives which could prove to be one way of making industry operate more effectively. Fixed interest loans plus a measure of participating interest would normally be involved."

The Co-operative Bank said

Metal Box 'puzzled'

BY MAURICE SAMUELSON

METAL BOX, which broke its ties with Israel two years ago, said yesterday that it was very disconcerted that it had still not been removed from the

SALEROOM

BY ANTONY THORNTON

Charles Lovell sold 597,262 in a continuing sale which ends today. The highest price was the £5,000 for a Victoria Cross and related documents awarded to Private J. Barry of the Royal Irish Regiment, who died in 1901 fighting the Boers.

Christie's this week is holding its series of autumn sales in Geneva. The auction devoted to silver and objects of vertu produced a top price of £55,555 for a large parcel gilt figure of infant Bacchus by Hans Laubrecht III, made in Hamburg about 1850. It has belonged to the Great Elector of Brandenburg and to King Frederick I.

Tarling judgment reserved

JUDGMENT WAS reserved in the High Court yesterday on a second bid by Mr. Richard Tarling, former chairman of Haw Par Brothers International, to avoid extradition to Singapore under the Fugitive Offenders Act, on five company law charges.

Widgery (Lord Chief Justice), sitting with Mr. Justice Griffiths and Mr. Justice Gibson in the Queen's Bench Divisional Court, said a decision on Mr. Tarling's application for a writ of habeas corpus would be given as soon as possible.

In April the Lords ruled that Mr. Tarling should not be sent to Singapore on other charges alleging dishonesty. Mr. Tarling now claims that it would be "unjust or oppressive" to return him to Singapore, having regard to the passage of time.

He also contends that his extradition would be "absurd" because, under Singapore company law, he has a complete defence to the charges, which relate to the annual accounts of Haw Par for the years ending April 1973 and April 1974.

When the present hearing began, Mr. Louis Blom-Cooper, QC, for Mr. Tarling, said that the fact that the court had turned down a similar move by Mr. Tarling in July last year, did not prevent him making a fresh application.

British Rail plans bus-for-train cuts in rural areas

BY IAN HARGREAVES, TRANSPORT CORRESPONDENT

BRITISH RAIL has revised its idea of closing substantial sections of its loss-making rural services and replacing them with buses.

Talks have taken place on the subject with the National Bus Company and with the Central Transport Consultative Committee. But the Government, apparently, has not been told.

Rail closures are regarded as a political dynamite in the present parliamentary climate, particularly as most of the closures proposed are in Scotland and Wales.

British Rail has toyed with the idea of more closures for the last four years, but the emergence of a list comes as a surprise in view of the recent confidential study carried out by the Railways Board.

The study, carried out in conjunction with National Bus, looked at the possible substitution of buses in three areas: Lancashire, Essex, and Edinburgh and Glasgow. It concluded that savings from the Government would be minimal.

The latest list comes in another confidential paper, signed by Mr. Peter Keen, British Rail's chief passenger manager.

The study of a bus-for-train replacement service such as that between Manchester, Sheffield, Hill, as a secondary inter-city service, and bus-rail vehicle using a Leyland to spend money on renewing National body on a railway chassis. A prototype is being tested.

Fare increases allowed

THE Price Commission decided yesterday not to investigate the proposed average fare rises of 10p to just under 10p per passenger point out the investigation by British Rail's chief passenger manager.

Its decision, taken at the commission's regular weekly meeting, follows the statement earlier this month by Mr. Charles Williams, commission chairman, that the commission would not investigate the proposed fare rises.

The commission decided, in this case, that an inquiry was not needed, especially as British Rail's price rises last year had price rise applications.

Rolls chairman laments machine-tool troubles

BY HAZEL DUFFY, INDUSTRIAL CORRESPONDENT

UNDISGUISED GRIEVANCE of sadness me to have to tell you that the machine-tool industry in Britain today is in a state of crisis.

One of the undoubted needs of the industry is for a more rationalisation of the machine-tool industry. The machine-tool industry too often suffers from long lead times, uncertain delivery, equipment that did not work, and price.

One of the undoubted needs of the industry is for a more rationalisation of the machine-tool industry. The machine-tool industry too often suffers from long lead times, uncertain delivery, equipment that did not work, and price.

He told the annual dinner of the Machine-Tool Trades Association in London that expansion of the £221 programme to £250 million in the new Boeing 757 gave tremendous opportunities for British machine-tool manufacturers, but the business "is not going to be handed to you on a plate."

"We have a continuous fight on our hands with our powerful American competitors. It is not the airframe manufacturers who decide which engines are used, it is each individual airline, and each competition is a fierce battle."

"This is a tough business and there is no room for sentimental or national chauvinism."

"We must, therefore, apply the same rules when we buy machine-tools as our customers apply to us, and frankly it is vital production."

NOTICE OF ISSUE
Application has been made to the Council of the Stock Exchange for the undersigned Stock to be admitted to the Official List.

The Colne Valley Water Company

(Incorporated in England on 19th June, 1973 by The Colne Valley Water Act, 1973)

OFFER FOR SALE BY TENDER OF £3,500,000

8 per cent. Redeemable Preference Stock, 1983
(which will mature for redemption at par on 31st December, 1983)
Minimum Price of Issue—£98 per £100 Stock
yielding at this price, together with the associated tax credit at the current rate, £12.18 per cent.

This Stock is an investment authorised by Section 1 of the Trustee Investments Act, 1961 and by paragraph 10 (as amended in its application to the Company) of Part II of the First Schedule thereto. Under that paragraph, the required rate of dividend on the Ordinary Capital of the Company was 4 per cent. but, by the Trustee Investments (Water Companies) Order 1973, such rate was reduced to 2.5 per cent. in relation to dividends paid during any year after 1972.

The preferential dividends on this Stock, which will rank *pari passu* for dividends with the existing Preference Stocks, will be at the rate of 8 per cent. per annum. The associated tax credit, at the current rate of advance corporation tax (33 1/3% of the distribution), is equal to a rate of 3.63 1/3% per cent. per annum.

Tenders for the Stock must be made on the Form of Tender supplied with the Prospectus, and must be accompanied by a deposit of £10 per £100 nominal amount of Stock applied for, and sent in a sealed envelope to Deloitte Haskins & Sells, New Leasess Department, P.O. Box 207, 128, Queen Victoria Street, London, EC4P 4JX marked "Tender for Colne Valley Water Stock", so as to be received not later than 11 a.m. on Wednesday, 22nd November, 1978. The balance of the purchase money is to be paid on or before Thursday, 29th December, 1978. Copies of the Prospectus, on the terms of which alone Tenders will be considered, and Forms of Tender may be obtained from:

Seymour, Pierce & Co.,
10, Old Jewry, London, EC2R 8EA.
National Westminster Bank Ltd.,
113, High Street, Watford, Herts., WD1 2DG.
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Copenhagen Handelsbank International S.A.
Christiansia Bank og Kreditkasse International S.A.

Den Danske Bank International S.A.
Den Norske Creditbank (Luxembourg) S.A.
Kansallis International Bank S.A.
Privatbanken International (Danmark) S.A.

Provisbank International (Luxembourg) S.A.
Svenska Handelsbanken S.A.
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as Agent

October 1978

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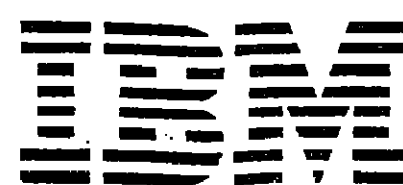
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HOME NEWS

National Oil widens its ties with overseas companies

BY KEVIN DONE, ENERGY CORRESPONDENT

THE British National Oil Corporation is broadening its ties with overseas state oil companies. It is planning an exchange of personnel with Petrobras, the Venezuelan state oil company, and has just completed its first round of informal talks with Petronas, the Malaysian state oil company.

The exchange with Venezuela will involve the transfer of three National Oil employees from the UK, whose places will be filled by personnel from Petrobras. It will take place early next year.

It is one of the first fruits of a series of contacts that have been established by National Oil with state oil companies in Venezuela, Mexico, Brazil and elsewhere.

The corporation has made no secret of the fact that it has no international ambitions, which eventually could involve it in oil exploration overseas.

For the moment it is anxious to develop opportunities for its staff to gain overseas experience, in order to broaden its appeal in the recruitment of new staff.

Meade proposes cure for 'stagflation'

BY PETER RIDDELL, ECONOMICS CORRESPONDENT

BIG CHANGES in the Government's fiscal and monetary objectives and in the present system of wage bargaining were urged last night by Professor James Meade, the Nobel prize winning Cambridge economist.

Changes were necessary to cure the present disease of stagflation, whereby the economy was both stagnant and inflationary, he said.

Professor Meade was giving the biennial Snow lecture in Cambridge on "stagflation or making the worst of both worlds".

A key part of his proposals was that Parliament should recognise, as a strict constitutional financial restraint, a sacred rule, that fiscal and monetary policies should be used, not directly to maintain full employment, but to maintain a steady rate of growth of, say, 5 per cent a year in the total money demand for goods and services and, so, in the total money national income.

As a variant, total demand should be managed as to keep not the total national income, but rather the total national wage bill on a steady 5 per cent a year growth path.

Restraint

On this basis, any governmental percentage guidelines for increases in wage rates would simply be replaced by an effective use of demand management techniques, which actually kept the total wage bill on a given annual percentage growth path.

Then it would be left to wage-fixing arrangements to decide how the increase would be divided between increased employment and increased wages in various sectors of the economy.

But it would remain important that profit margins as well as money wage rates should be restrained, mainly through the promotion of competition among producers.

Official figures may mean less growth

By Peter Riddell, Economics Correspondent

A POSSIBLE slowdown in the rate of growth of output is suggested by new official forward indicators of turning-points in the level of economic activity.

The Central Statistical Office's index of longer-leading indicators fell in October. Apart from a slight rise in August, the index has now fallen continuously since autumn last year.

This index has an average lead time of about 12 months ahead of turning points in the cycle of economic activity.

Consequently the now clearly established down-trend in the index points to a fairly early slackening in the pace of the economic upturn.

However, the figures need to be interpreted with considerable caution because of the nature of the data which make up the index.

For example, the longer-leading index is heavily dependent in the short-term on share prices and interest rates.

Moreover, the composite index of shorter leading indicators rose in September for the fourth month running, owing to increases in new car registrations and in hire purchase new credit extended.

This index has an average lead time ahead of economic turning points of five months, which suggests that the pace of activity should be maintained at least during the winter.

The indices of both consumer and lagging indicators have risen in recent months.

Move to cut red tape

LESS DOCUMENTATION will be required for goods in transit through the UK under the full Community trade agreement, if Parliament approves an Order now before the House.

Customers control form X348, hitherto required for goods arriving in the UK on their way to another EEC member country, will be dispensed with from December 8.

Mechanical engineering sales 'sluggish'

BY RHYS DAVID, NORTHERN CORRESPONDENT

BRITAIN'S MECHANICAL engineering industry has performed poorly this year at a time of rising home demand, and may find its competitiveness further undermined next year by high wage awards, according to a brokers' report on the sector.

The report, by Manchester-based Henry Cooke, Lumsden, says that investment by manufacturing and distribution and service industry has shown a good recovery this year, the latest estimates forecasting increases of 10.1 per cent and 8.8 per cent respectively.

The mechanical engineering industry's sales, however, had continued to be sluggish and total output over the year might end up only marginally ahead of last year.

The only obvious reflection of the recovery in manufacturing investment was the healthier state of the UK machine tool industry.

The industry's failure to take full advantage of a rising home market was attributed to higher levels of imports. In the first nine months of this year, machine export volume in the machine category was unchanged, import volume was 13 per cent higher (though this figure did include domestic appliances and consumer electrical goods).

Growth in domestic demand was likely to slow down next year, with the latest investment intentions survey showing a rise of about 4.8 per cent likely in capital spending by manufacturing industry and 3.7 per cent by distribution and services.



PROFESSOR MEADE
"Lunatic wage fixing"

One necessary condition for the feasibility of any such rule for monetary and fiscal policies is that it should be accompanied by a suitable reform of wage-fixing arrangements. Professor Meade rejected a formal centralised income policy and a corporate State solution.

In place of industrial action to determine personal incomes by the accidents of monopoly bargaining power there should be a resort to arbitration in cases of dispute. A main criterion of arbitral awards would be to restrict such wage increases as would impede the expansion of employment in any sector.

This would be compatible with a simple return to uncontrolled monopoly bargaining with the essential difference that either party to a trade dispute, and the

Government itself, could be given the right to refer that dispute for an arbitral award.

Industrial action would still be possible, though it would be ruled that the legal immunities granted to the parties by the present Trade Union and Labour Relations Acts would be denied in the case of industrial action taken in opposition to such an arbitral award.

This would mean that there was no restriction whatsoever on any wage bargain freely agreed between any group of workers and employers.

Epidemic

But when, against the background of a strictly restrained total market for goods and services, employers decided to resist a claim, it might be made subject to an arbitral award. Even so it would not be a criminal offence for the workers or employers concerned to take industrial action.

These solutions were necessary, because of the epidemic of "stagflation". This consisted of the temptation for politicians to use the tools of demand management for the overstimulation of the economy, and the uncontrolled power of labour monopolies to press for wage increases.

The present way of fixing money wage rates was quite lunatic and a system of uncontrolled monopoly, rather than free collective bargaining.

This represented a recipe for disaster which could be averted from time to time by the temporary reinstatement of strict controls of fiscal constraints which would result in unemployment and a "stagflation" economy as the upward pressure of rates of pay met the imposed downward pressure of the monetary and fiscal constraints, said Professor Meade.

Managers 'are afraid to take decisions'

FINANCIAL TIMES REPORTER

MANAGERS ARE beginning to believe it is wrong to take a decision unless it is by consensus in committee. Professor Brian Wilson, of the Cranfield Institute of Technology, said last night.

Many of them were being unnerved by "all the talk of industrial democracy and participative management".

"Managers must be given guidelines to help them decide who to involve and how to gain commitment to company goals but not to lose control," Prof. Wilson said in his inaugural lecture as Professor of Organisation and Human Resources in the Institute's School of Management.

Senior manager with ICI, Ian Rook, and personnel director of Babcock and Wilcox, said: "Organisations must work out at the highest policy levels what

is involved in getting the best out of their employees — all employees at all levels, from blue-collar to white-collar."

Such thinking cannot avoid consideration of basic beliefs about people, and the implications for styles of management.

In a successful business, senior managers demonstrated by example, practising what they preached. Unpleasant realities are faced and dealt with.

The role of the supervisor should be re-defined. "If responsible behaviour and self-control are going to develop on the shop floor, the traditional supervisory role will become redundant."

Helping the shop floor to get on and reduce what becomes increasingly important—but this is a new job for which supervisors must be trained."

Council power transfer struggle predicted

BY PAUL TAYLOR

FRICTION between two local authority groupings became apparent yesterday when the Association of District Councils, meeting in London, predicted a bitter struggle with the Association of County Councils over the Government's plans to hand back certain powers to the district councils.

The tension between the associations, both Conservative-controlled, has been building up since August, when Mr. Peter Shore, Environment Secretary, announced plans for a limited reorganisation of local government.

Powers such as education, social services, transport, highways and planning were to be transferred from the counties back to the larger districts. The plans go far towards meeting one of the district councils' main aims.

That was recognised by Sir Duncan Lock, chairman of the district councils, yesterday. He added that his association had sought further consultation on the plans and the transfer of powers.

The other element causing friction between the associations is the question of handing the needs element in the Rate Support Grant Settlement directly to the districts instead of counties.

The needs element is the part of the Rate Support Grant designed to even out differences between local authorities, but is spent because of differing demands for services or costs in providing those services.

It now appears likely that the districts will be awarded the needs element when the settlement is announced tomorrow week.

There is even little comfort for staff in the district. Staff employees did not benefit from the recent national agreement for hourly paid workers, and "on the grounds of equity," British Shipbuilders promise the staff should be given a general increase of 2.8 per cent, and that the balance of their kitty should be used in each subsidiary to rectify anomalies.

Times seeks further talks

BY ALAN PIKE

THE NEWSPAPERS management with only a fortnight left before deadline for suspending all publication, yesterday sought further talks with print union leaders on its proposed new disputes procedure.

The move came as the company announced its first breakthrough in attempts to persuade employees to accept new working methods. It said that 53 circulation representatives, members of the Society of Graphical and Allied Trades, had signed an agreement on terms for their job. The new disputes procedure, which covers the whole company, still has to be agreed.

Mr. Marmaduke Hussey, chief executive of Times Newspapers, yesterday sought a meeting with print union general secretaries next Tuesday for further discussions on the procedure. The company has said that it will suspend publication of the Times, the Sunday Times and the three Times supplements from November 30 unless agreement is obtained.

The national council of the National Graphical Association, which has been editing the Times, yesterday announced continuing plans for production if Times Newspapers' suspension of publication goes ahead. Associated Newspapers, publishers of the Daily Mail and London Evening News, have agreed to provide temporary foundry, machine and publishing room facilities.

Mr. Gerry Taylor, managing director of The Guardian, said that the newspaper was enjoying a period of considerable success and The Guardian must not be threatened by events which could play no part in Times Newspapers' plans.

Times Newspapers had been fully consulted about the arrangement.

Shipyards plan hits better-paid

By Our South Shields Correspondent

SHIPBUILDING union delegates from all over the country meeting in Newcastle-upon-Tyne today will be asked by British Shipbuilders to accept new wages structure which will give rises to the lower-paid but offer nothing to high-paid skilled workers.

Delegates from the Confederation of Shipbuilding and Engineering Unions will also be given details of British Shipbuilders' proposed redundancies and yard closures.

On the pay front British Shipbuilders want a common "start date" of January 1, 1979, for all its subsidiaries. The unions have agreed to this, but the corporate proposal for increasing the pay of the lower-paid at the expense of the better-off is bound to bring fierce opposition from the craft unions.

To back their case, British Shipbuilders point out that wage awards in the industry this year have already added about 2.8 per cent to the wages bill, leaving only 2.2 per cent to be distributed within the Government pay guidelines.

A British Shipbuilders' document to be presented to the union delegates says that, having received notice from the Confederation of an autumn pay claim, it "seemed to us that with so little in the kitty it was quite possible that settlements in subsidiaries could have been prevented by consideration of any claim or claims you might choose to table."

"We, therefore, thought it quite wrong to allow subsidiaries to proceed without first discussing with you our wages strategy and policy."

The document says that British Shipbuilders would like the money remaining in the kitty to establish for hourly paid workers a minimum earnings level for 40 hours a week.

There is even little comfort for staff in the document. Staff employees did not benefit from the recent national agreement for hourly paid workers, and "on the grounds of equity," British Shipbuilders promise the staff should be given a general increase of 2.8 per cent, and that the balance of their kitty should be used in each subsidiary to rectify anomalies.

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Bitterness as bread strike talks collapse

BY PAULINE CLARK, LABOUR STAFF

RESUMED TALKS between employers and union leaders in their promise to discuss the national bread strike broke down yesterday after an hour of mounting bitterness and frustration.

During talks, under the umbrella of the Advisory Conciliation and Arbitration Service, employers' representatives, the Food and Allied Workers' Union, and the Bakers' Union, discussed proposals for a new productivity agreement.

The talks were the first between the two sides since the start of the strike by more than 20,000 bakery workers nine days ago.

Hopes, however, that agreement might be reached through an improved pay offer from the Federation of Bakers appeared to founder at the outset.

Even before joining the talks, Mr. Sam Maddox, the union's general secretary, had said that employers would have to meet the 25 per cent pay demand in full for any progress to be made.

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PARLIAMENTARY POLITICS

Healey stands firm on 5% wage policy

BY JOHN HUNT, PARLIAMENTARY CORRESPONDENT

THE GOVERNMENT intends to pursue its 5 per cent wages policy honestly and courageously in the interests of the nation as a whole, despite the failure to reach agreement with the TUC, Mr. Denis Healey, Chancellor of the Exchequer, told the Commons.

The Chancellor was given a comparatively easy ride as he explained to the House the reasons for the final breakdown in negotiations with the TUC the previous night.

Putting brave face on events, he continuously emphasised that the proposed statement on collective bargaining, costs and prices had been accepted by the economic committee of the TUC and many of the most influential trade union leaders on the General Council.

At the same time, he stressed that there could be no question of the Government making a second attempt to negotiate the agreement with the unions.

He also made great play with the fact that statements of support for the Government had been made yesterday by Mr. Tom Jackson, TUC chairman, and Lord Allen, chairman of the TUC economic committee.

The Chancellor rejected an attack from Sir Geoffrey Howe, Tory shadow Chancellor, who claimed that the "myth of the social contract" was the very foundation of government policy, had now been finally and totally destroyed.

He also rejected demands from Mr. David Steel, Liberal leader, and Mr. John Paddoe, Liberal economic spokesman, that he should now come to the House and attempt to get support for a full statutory incomes policy.

Throughout the exchanges, Mr. Healey emphasised his belief that the people of the country were firmly behind the Government's wages policy.

With a touch of his old ebullience, he described Sir Geoffrey as "the sheep of the Baskervilles" and declared that a firm pay policy was the best basis for the attack on inflation and we know this view is shared by the great majority of people.

The criticisms from the Government's own Left wing were comparatively muted. The Tribunes concentrated on warnings of the electoral consequences if the Government continued the firm control of money supply and public spending, and thus increased the number of unemployed.



SIR GEOFFREY HOWE

The Chancellor, however, took a fairly cautious line on the scope for monetary and fiscal measures in the absence of an agreement with the unions.

"The case for tighter monetary and fiscal policy will not exist unless there is the sort of wage explosion we had three years ago."

"But if we did have such an outbreak, the Government would have to accept its responsibility to the nation."

In the use of monetary policy, he said he was "far more of a charitable Christian" than Mrs. Margaret Thatcher, whom he likened to Torquemada, the head of the Spanish Inquisition.

"The Chancellor was pressed by the Tories to say what the policy would be on the use of sanctions against companies who break the 5 per cent pay guidelines."

Mr. Healey said the Government would be discussing the use of sanctions with the CBI, with a view to extending the scope of anti-inflation provisions.

Sanctions would still be there, although there was a need to get fair treatment for Government contractors, at the same time as an effective counter-inflation policy.

Nevertheless, he hinted that if necessary, the Government would be prepared to use sanctions against Ford.

Pressed on this point, he said: "As soon as we know what settle-

ment is made, we shall tell the House of what sanctions, if any, we propose."

The House should not be under any misapprehension that if we get a settlement outside the guidelines, we shall use our discretionary powers in consequence."

Mr. Healey dealt gingerly with questioners who wanted to know what the position would be on the TUC suggestions for tougher price controls now that no agreement had been reached on pay.

He explained that the proposals in the document for extending the discretion of the Price Commission and securing the maximum interval between price increases were "not necessarily binding" in the present situation.

Mr. Healey said an important element was the agreement of the six representatives of the TUC to keep a close watch on progress towards the Government's inflation target, and to take appropriate action from time to time towards it.

He wanted to invite the CBI to meet the Government from time to time on a similar basis.

From the Opposition front bench, Sir Geoffrey Howe said that although the Conservatives favoured moderation in settlements, the Government's imposition of an arbitrary pay limit had been wrongheaded and counter-productive.

Did the Chancellor intend to apply the 5 per cent limit across the board and impose sanctions in every case against companies who failed to observe it? If so, would it not do more harm than good?

He also wanted to know the Government's attitude towards the Spanish Inquisition.

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Ministers attacked over Europe

BY IVOR OWEN

ATTITUDES DROPPED by Labour Ministers in opposition have resulted in Britain being effectively relegated to second-class status within the EEC, Mr. Douglas Hurd, a Conservative spokesman on foreign affairs, claimed in the Commons last night.

He cited the conduct of the discussions on the proposed European Monetary System, which had clearly been dominated by Germany and France, as an example of Britain's "declining influence."

"I think this is a thoroughly disturbing development, quite regardless of the view one eventually takes on the EMS proposals," declared Mr. Hurd.

Objective observers were continually remarking on the slide in Britain's bargaining strength in Europe, he said, that the "ambiguity" shown by Ministers in their dealings with the EEC was dominated by the basic division within the Labour Party over Britain's continuing membership of the Community, with the result that every member of the Government found it necessary to be seen to be looking at the door marked "exit."

Mr. Hurd was particularly scornful of Mr. Anthony Wedgwood Benn, Energy Secretary, and Mr. John Silkin, Minister of Agriculture—two of the leading anti-marketisers in the Cabinet prior to the 1975 referendum—and accused them of "building their political careers on discrediting Europe."

Penalties and damage had been inflicted on British interests as a result, and worse still, they seemed to have affected their colleagues, so that even the Prime Minister and the Foreign Secretary were unable to get genuine criticism of Community policy to reach the target, Mr. Hurd told MPs.

What had happened in the EMS negotiations, Mr. Hurd maintained, was that Ministers had allowed a twofold Europe to be created in which Britain was in the second class.

These charges were rejected by Mr. Frank Judd, Foreign Office Minister of State, who earlier announced that Parliament would be asked to approve the boundaries for Britain's 73 European constituencies, in readiness for the first direct elections to the European assembly on June 1 next year.

The proposals made by the Boundary Commission would show that the Government had allowed a twofold Europe to be created in which Britain was in the second class.

Mr. Judd reaffirmed the Government's determination to ensure that the members of the European Parliament were not given "excessive" salaries. There was no question of £30,000 a year being provided, as had been suggested in some newspapers.

It would be wrong, for the members of the European Parliament to be given like fat cats in rich cream in these days of economic recession.

Mr. Judd suggested that the salaries in the European Parliament should reflect those of the national parliaments of the Community, and he supported the Government's view that national taxation should apply.

Peers told of 'Quango danger'

THE EXTENSIVE, powerful and uncontrolled world of Quango—non-governmental organisations—needs to be investigated, Baroness Young (C) urged in the Lords.

She predicted 1,000 Quangos within 10 years—but they were under no obligation to subject to Parliamentary control.

"The real danger is that we are being driven to accept the establishment of Quangos as a way of Government."

There are taking power away from elected representatives and giving it over to the Executive in a secret way."

Many of their members received more pay than an MP, or even a Cabinet Minister, Baroness Young added.

Liberal peer Lord Evans of Cloughston blamed the Quango explosion on successive Tory and Labour Governments which he said had carried out programmes of social engineering outside direct Parliamentary or local government control.

He called for closer scrutiny of Quangos with the aim of reducing their number.

Baroness White (Lab) party chairman of the Land Authority for Wales, defended her particular Quango, which she said, was doing considerable work.

Some appointments may have been ill-considered, but on balance they were made with a view to the public good. "I would have thought there was very little genuine political jockeying."

House catering overdraft

THE OVERDRAFT on the House of Commons was, cafeteria and restaurant bills, nearly £500,000 last year to £1,827,607, Mr. Michael Foot, Leader of the House, said yesterday.

Charges were £210,000 a year in 1969 a day.

TREASURY FORECAST FOR 1979

Economy is expected to expand—but more slowly

THE ECONOMY is expected to continue to expand during next year though at a slightly lower rate than during 1978, while consumers' spending and exports are likely to be the main forces behind expansion.

These are the main features of the new Treasury forecasts for the economy during 1979, published last night. The projections are disclosed twice a year and update those contained in the Financial Statement and Budget Report in April 1978.

Recent developments

The first half of 1978 saw an acceleration of growth in gross domestic product (GDP), together with a small reduction in unemployment and continued progress on reducing and containing inflation. These trends appear to have continued in the third quarter.

The change over a year earlier in retail prices, which fell below 10 per cent in January, was further reduced to below 8 per cent in April, and has since remained in a range of 7 to 8 per cent.

Average earnings in August were around 14 per cent higher than a year earlier, implying a substantial increase in real earnings over the past year.

Take-home pay has been boosted further by tax reductions announced in October of last year, and in the April Budget. As a result, the personal disposable income in the second quarter was 71 per cent higher than a year before.

The large rise in real incomes has produced a substantial increase in consumers' expenditure, which was 21 per cent higher in the first half of 1978 than in the second half of 1977. Provisional estimates for the third quarter show continuing growth, with a quarter-on-quarter rise of 11 per cent.

Higher consumers' expenditure and a high level of stockpiling have been factors behind the growth in GDP in the first half of 1978. On present evidence, growth in GDP between the second half of 1977 and the first half of 1978 was at an annual rate of around 3 per cent. The output estimate—often regarded as the most reliable indicator of short-term performance—suggests a slightly larger increase in GDP.

The past two years have seen a strong recovery in private sector industrial and commercial investment from the deep recession of 1974-75. Between the first halves of 1976 and 1978 manufacturing investment (excluding iron and steel) rose by 21 per cent and distributive and service investment by 22 per cent.

Unemployment has been falling slowly this year, and in October was 90,000 lower (including school leavers) than a year earlier.

Output volumes, after falling quite sharply in the fourth quarter of 1977 from the very high levels of the previous quarter, have shown moderate growth over the course of 1978. Import volumes have been rising with a particular surge in the first quarter. Nearly all the rise this year has been in imports of manufactures.

The balance of visible trade, which showed a marginal surplus in the second half of 1977, recorded a deficit of about £1,050m in the first three quarters of 1978. The surplus on invisibles in the first half of 1978 is estimated at a little under £500m, rather lower than the £1,050m surplus recorded in the second half of 1977, including a projection of the surplus on invisibles, the current account is estimated to have been in approximate balance over the first three-quarters of 1978.

Policy assumptions

The forecast assumes that both pay settlements and increases in average earnings in the current year round will be about half the rates realised last year under the ten per cent guidelines. The UK's effective exchange rate is assumed to remain unchanged. Monetary growth is held within the announced limits. A conventional assumption is made that both personal income tax allowances and bands, and also, specific indirect tax rates, are increased in the 1979 Budget in line with the price rises during 1978.

Domestic demand

The rapid rise in living standards this year has been made possible by a favourable combination of factors.

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The balance of visible trade, which showed a marginal surplus in the second half of 1977, recorded a deficit of about £1,050m in the first three quarters of 1978. The surplus on invisibles in the first half of 1978 is estimated at a little under £500m, rather lower than the £1,050m surplus recorded in the second half of 1977, including a projection of the surplus on invisibles, the current account is estimated to have been in approximate balance over the first three-quarters of 1978.

Policy assumptions

These are the main features of the new Treasury forecasts for the economy during 1979, published last night. The projections are disclosed twice a year and update those contained in the Financial Statement and Budget Report in April 1978.

Recent developments

The first half of 1978 saw an acceleration of growth in gross domestic product (GDP), together with a small reduction in unemployment and continued progress on reducing and containing inflation. These trends appear to have continued in the third quarter.

The change over a year earlier in retail prices, which fell below 10 per cent in January, was further reduced to below 8 per cent in April, and has since remained in a range of 7 to 8 per cent.

Average earnings in August were around 14 per cent higher than a year earlier, implying a substantial increase in real earnings over the past year.

Take-home pay has been boosted further by tax reductions announced in October of last year, and in the April Budget. As a result, the personal disposable income in the second quarter was 71 per cent higher than a year before.

The large rise in real incomes has produced a substantial increase in consumers' expenditure, which was 21 per cent higher in the first half of 1978 than in the second half of 1977. Provisional estimates for the third quarter show continuing growth, with a quarter-on-quarter rise of 11 per cent.

Higher consumers' expenditure and a high level of stockpiling have been factors behind the growth in GDP in the first half of 1978. On present evidence, growth in GDP between the second half of 1977 and the first half of 1978 was at an annual rate of around 3 per cent. The output estimate—often regarded as the most reliable indicator of short-term performance—suggests a slightly larger increase in GDP.

The past two years have seen a strong recovery in private sector industrial and commercial investment from the deep recession of 1974-75. Between the first halves of 1976 and 1978 manufacturing investment (excluding iron and steel) rose by 21 per cent and distributive and service investment by 22 per cent.

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Policy assumptions

The forecast assumes that both pay settlements and increases in average earnings in the current year round will be about half the rates realised last year under the ten per cent guidelines. The UK's effective exchange rate is assumed to remain unchanged. Monetary growth is held within the announced limits. A conventional assumption is made that both personal income tax allowances and bands, and also, specific indirect tax rates, are increased in the 1979 Budget in line with the price rises during 1978.

Domestic demand

The rapid rise in living standards this year has been made possible by a favourable combination of factors.

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Technical Page

EDITED BY ARTHUR BENNETT AND TED SCHOETERS

POWER

Protects engines from rust

WATER IN diesel fuel is a major cause of damage and failure of fuel injection equipment. Because tolerances inside pump and injectors are measured in microns, corrosion caused by water remaining in the injection system quickly results in damage to and possible seizure of the equipment. Where equipment requires little preventive maintenance, and a casual approach to fuel storage results in contaminated fuel, the cost, both in repairs and plant downtime can be considerable.

Lucas CAV has a new water/diesel separator—the Waterstop—in which the separated water itself is used to shut off the fuel supply to the engine, preventing water reaching vulnerable components.

This sets over the problem that, however good existing preventive equipment may be, it needs regular servicing to be effective.

Waterstop is based on the CAV Sedimentor, which relies on the different specific gravities of diesel fuel and water to effect separation. The device is positioned in the fuel line, close to the fuel tank.

The filtration cone of the unit allows fuel over a large area to flow slowly, even flow and allowing water—which has a higher specific gravity than diesel fuel—to be removed by a

process of sedimentation. Water collects in the bowl of the Waterstop, which is made of clear plastic to allow visual inspection of the water level. As the level of the water rises, a float incorporated into the bowl also rises—its specific gravity being less than that of water but greater than that of diesel fuel.

When water collected in the bowl reaches a level where draining is imperative, the head of the float contacts a valve seat in the fuel outlet and cuts off the fuel flow. Shutting down the engine before water can overflow the bowl and reach the pump or injectors. Once the shut-down has been effected the operator merely drains the water out through a drain tap at the bottom of the bowl. Releasing a second tap at the top allows the float to drop back, and the system can be primed up.

Waterstop units are made in the Lucas CAV production centre at Sudbury, Suffolk, and are available from CAV Parts and Service through all UK agents. The Waterstop "S" the first model is priced at £10 plus VAT and can be fitted to most machines in less than an hour.

Waterstop is particularly suitable for applications where no serious consequences might result from sudden engine cut-off, such as stationary plant and site equipment. Much of this type of plant is used on hire, and tends to operate with little day-to-day maintenance in circumstances where water contamination of diesel fuel is all too easy and common. For example, compressors, pumps, generating sets, and concrete mixers all fit into this category.

Further details from Lucas CAV, POB 38 Warrle Way, London, W2 7SS. 01-743 3111.

WELDING

Smooth power supply

RECTIFYING electrical supply units in four sizes suitable for hand welding, tungsten inert gas (TIG) welding, and some ancillary functions are available from ESAB AB.

By adding a gouging (metal removal) torch for example, the two larger models can also be used for air/arc gouging, a technique increasingly used for weld preparation, fettling (cleaning up) of castings and the cutting of

steel reinforcement rods in concrete. The four units have maximum welding currents of 250, 400, 630 and 800 amps and can be supplied as mobile units with a choice of twin solid rubber or pneumatic tired wheels, or a four-wheeled articulated chassis. Current setting is stepless and thyristor controlled, allowing adjustment even during welding. A balanced starting surge coupled with a relatively high open circuit voltage (65 to 80 volts) simplifies striking and re-striking of the arc. Automatic current adjustment detects electrode sticking and allows easy paring should it occur.

More from ESAB, S-402 70 Götterborg, Sweden.

Tomorrow, the Concorde and the Turbotrain will be recognized as pioneering landmarks in the history of transportation. The Concorde is already flying at Mach 2.05, and the Turbotrain has been tested at over 300 km/h.

By putting travelling time in half, both already belong more to the next century than to this one. And both are equipped—in critically important positions—with tapered roller bearings. The landing gear of the Concorde and the main transmission and wheels of the Turbotrain

all turn on Timken bearings.

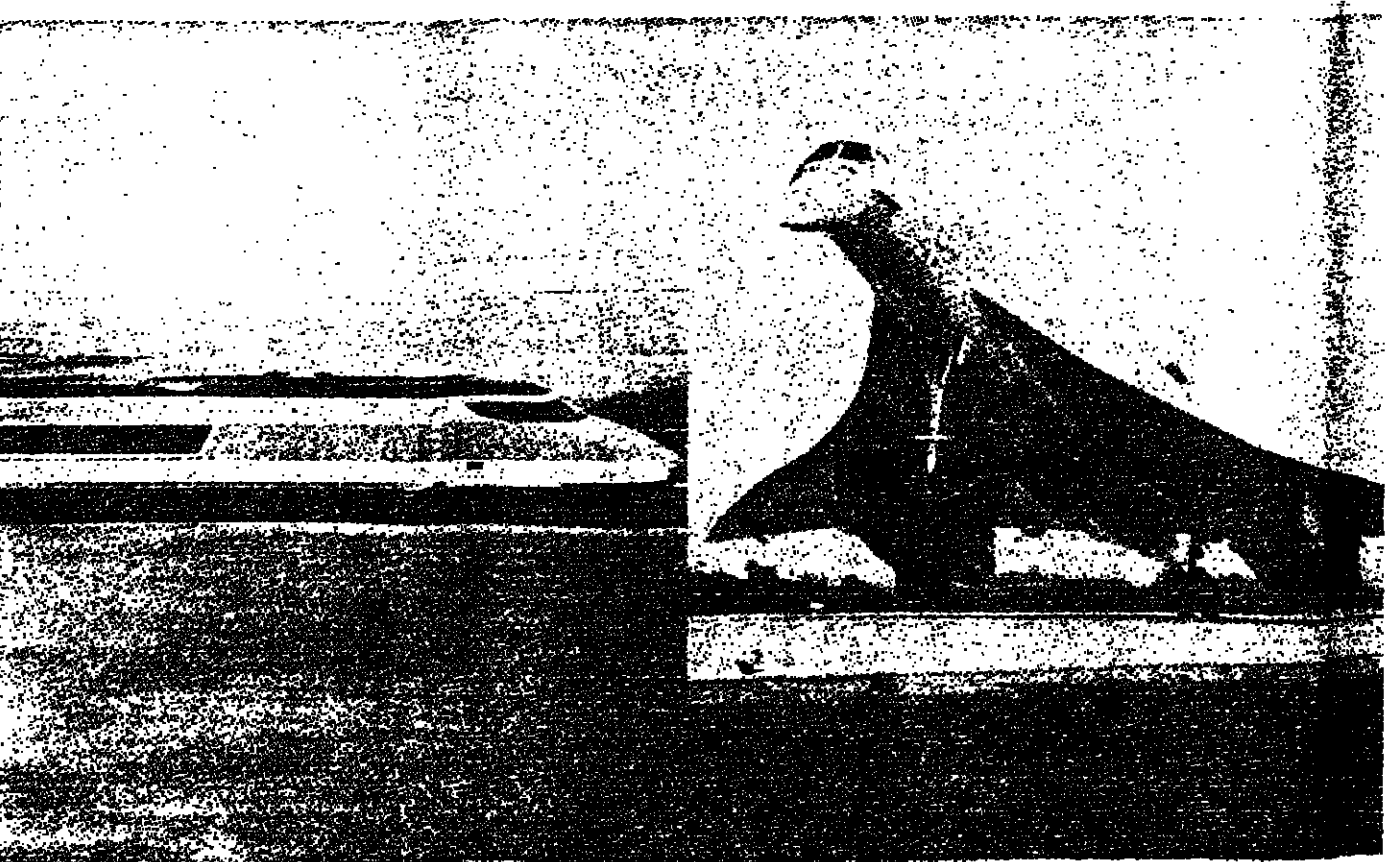
But you don't have to build a Concorde or a Turbotrain to benefit from our 75 years of tapered roller bearing experience.

We have 23,000 people working in our worldwide organization, and one of them is especially important to you: The Timken Company Sales Engineer assigned to your area. Contact him to see how—by working together on new designs—the best bearing arrangement for your application can be achieved.

That way, as with Concorde and the Turbotrain, we both take a step forward.

Timken bearings sold around the world. Manufacturing in Australia, Brazil, Canada, England, France, South Africa and U.S.A.

TIMKEN
TAPERED ROLLER BEARINGS



Two steps forward in time

British Timken, Duxton, Northampton, England. Division of The Timken Company.

OFFSHORE INDUSTRIES

Plotting under the North Sea

PIPELINE FAILURES in the North Sea can cost as much as £2m to repair, without counting what pollution from escaping oil can involve in expenditure on containment and decontamination.

Yet, because the operating environment is so harsh and so little is known about conditions hundreds of feet below the sea, breaks are inevitable and are likely to be more frequent as time goes by.

A major reason for this is that in the rush to develop resources, corners were cut—often unwittingly—and the price has to be paid.

It is not well understood yet that in some areas of the North Sea there are huge patches of deposits which are little harder than toothpaste—but can be 80 to 100 feet thick. Underlying them there can be deep beds of clay not so stiff as the well-known "London Yellow" clay.

It follows that anchoring and/or bedding-in the drilling and production rigs can be a civil engineering nightmare.

The need for a thorough and detailed seismic work, such as that provided by Bliksem Geophysical Services, prior to rig site selection, is obvious. This group, which has 40 expert staff covering disciplines from marine geophysics to biology and oceanography, already has 107 jobs under its belt though it was not formed till 1976. Many of these were in the North Sea, but the company has also operated in Brazil, the Bay of Biscay, Ivory Coast, Iran, the Mediterranean and Pakistan.

INSTRUMENTS

Easy grain water test

ONE OF the problems with the measurement of moisture in grain is the need to make corrections for the temperature of the product, which might be quite high as it leaves a dryer for example.

In the past this has meant modifying the readings from charts after taking temperature measurements, but now the company has devised Grainmaster III which does away with charts, sliding scales and thermometers, producing a direct reading in less than 15 seconds, the time taken for the sample to stabilise in temperature. It is a simple, compressed pressure device. The instrument then takes a conductance reading at a known temperature and standard compaction conditions.

In addition a new flush mounted, fixed electrode system enables the working surfaces to be easily kept clean and dry under site conditions.

Protime Grainmaster III measures moisture between 9 and

39 per cent at temperatures between zero and 50 deg C. Its dimensions are 200 x 160 x 175 mm and the weight is 550 grams.

More from Fieldhouse Ltd, Marlow, Bucks, SL7 1IX (0492) 727221.

Another important job the group does is to determine whether pipelines have actually been laid in the trenches prepared for them. The importance of pipe burial is underlined by the preceding note about the depths to which anchors can penetrate the bed. And if the pipe happens to have been laid skew across the edges of the

trench considerable stresses can be set up.

Work carried out in one particular area of the North Sea has shown the presence of a deep trough—probably created by a river draining glacier melt-off during the last ice age—with sharp sides, exactly where one of the legs of a platform should go for most economic siting.

The danger of sticking to the site and building up a "long leg," so to speak, is that some types of marine deposit are sensitive to vibration and show thixotropic properties such that they could flow away from leg foundations possibly creating

instability.

Because of the chapter of accidents around British coast, the group is likely to become still more involved in environmental work than at present, particularly as the major pipelines are linked to on-shore installations.

In this, the studies of the Norfolk coast and of oil spill characteristics, the latter carried out for the OECD, will serve as an important precedent.

Meanwhile it is sad to record that no agency exists within the EEC to co-ordinate and disseminate the information now accumulating on undersea conditions in the North Sea and the western approaches despite the importance of the Continental Shelf to the future existence of the European Community as a whole.

Bliksem Geophysical Services, Baltic House, 35, South Quay, Great Yarmouth, Norfolk, NR30 2RG. 0493 59634.

The second, the Combi-Sensor, is a sister product with a built-in sensor which detects and fluctuates in dimensions without direct contact with the source, even through insulating coatings.

It will sense grounding defects of electrical equipment and appliances, as well as electromagnetic fields.

Both instruments are independent of leads and cables as they operate on the mains. Answers are given by sight (lamp) and sound (buzzer).

Production has just begun at Pama Products, Kibbutz Mishmar Hanegev, Mobile Post, Hanegev, Israel.

One package gives noise exposure

INTENDED SPECIFICALLY to serve the new industrial safety committees and others responsible for the health and safety of industrial workers, the CEL-183 noise monitor from Computer Engineering will provide a complete noise survey capability in one package.

This instrument performs the functions of a traditional sound level meter, but also calculates equivalent continuous noise levels.

It provides, simply and clearly, a result that can be compared directly with the Health and Safety Act Work Act recommendations for the health and safety of industrial workers, the CEL-183 noise monitor from Computer Engineering will provide a complete noise survey capability in one package.

Based on the company's Compact range the latest box and tray meters can be simply operated by semi-skilled people and, at full speed, make up to 10 boxes or trays a minute.

The machines are mobile and easily moved from one production point to another and, in most cases, can be run off a single-phase power supply.

They are at present being supplied to users in the clothing, light engineering, bakery and other food industries.

In the past it has been necessary to employ a sound level meter and a noise dose meter to achieve these results.

CEL-183 can, when required, be operated as a conventional sound level meter and provide measurements of the instant, neutral and ground noise pattern as it occurs. Simultaneously, the meter will calculate equivalent continuous noise level throughout the monitored period so that when it is switched, the latter result will be immediately available as well.

Computer Engineering, Wallace Way, Hatfield, Herts, SG4 0SE. 0482 52731.

CONSTRUCTION

Window frames from Denmark

DESIGNED TO withstand corrosion and ageing is a Danish-designed plastic window frame now available in the UK from Primo Window Systems, Cannon Street House, London, Lincolnshire LN11 9NP (0507 2158).

The frame and casement is assembled from substantial extruded multi-chamber profiles entirely moulded in Hostalit Z, which is a rigid, impact-resistant plastic mixture based on PVC and chlorinated polyethylene. The frames are fitted with aluminium insertions for extra rigidity. They are available in three colours—brown, white and grey.

The company says that the special material offers high sound and weather insulation, stability, and strength. Frames made from it will not shrink or swell.

Howe Richardson, Manufacturers and Designers of Industrial Weighing Machines & Process Control Equip.

The right weight to Profit—the World over. Send for your materials handling Profit Improvement Package to, Howe Richardson Scale Co. Ltd, Amis Rd, Bechwood Estate Nottingham, Tel: 08381.

METALWORKING

Cuts and bends tubes

A SAWING installation that will cut round, square and rectangular tube, is especially easy to set up—nearly all adjustments being made with a single Allen key against graduated scales—says Addison Tool Company, Westfields Road, Acton, London W3 0RE (01-993 1661).

The machine is called the Self Brown and can be programmed to cut stock lengths of tube into two different component lengths, automatically working from a bundle of random lengths.

Because of its facility to cut each tube into a number of long and short pieces, says the company, this permits achievement of maximum material utilisation.

To ensure repetitive cut length and accuracy, sensors automatically

reduce the material feed rate sharply before contact is made with the length gauge, so that final contact with the length stop is made without unnecessary force.

Both ferrous and non-ferrous tube can be processed, and output rates up to 1,500 components per hour are possible.

Also announced is the company's Powerbender III mandrel type tube-bending machine. This is aimed primarily at companies undertaking in-house tube manipulation for the first time, but is said to be ideal also for any one requiring batch production machines.

Maximum capacity is 50mm tube and the powered head is arranged for left- or right-hand bending.

MATERIALS

Flat glass for circuits

MORE COMPLEX circuitry is being achieved all the time by producers of semiconductor integrated circuits with one projection printing technique that rests on high precision photo-masks.

To help avoid ruinous defects in masks that would carry through to finished devices, these masks must be flat and exhibit a low thermal expansion, among other properties.

Corning, supplier of mask substrates, reports a flatness capability of 2.5 microns over a surface more than 10 centimetres in diameter, using a glass composition with a minimal thermal coefficient of expansion.

The flatness specification of 2.5 microns is equivalent to making a 100-metre square mirror that is flat to within 2.5 millimetres from side to side.

The expansion parameter means that if the 100-metre mirror were heated one degree Centigrade, its 100-metre length would increase by more than 4.6 millionths of one metre.

Made from the company's Code 7059 borosilicate glass, the substrate is nominally alkali-free and can be ground and polished with virtually no surface imperfections but still meets flatness specifications.

These characteristics, reduced possible defects that might be induced by the substrate in whatever film, such as chrome, is used for a mask pattern, allowing alkali ions, for example, can use "pinhole" defects in a mask when using a substrate that is not alkali-free.

Corning Glass Works, Corning, New York 14830, U.S.

SECURITY

Sees but is unseen

DESCRIBED by the maker, Photo-Scan, as a "discreet closed circuit television surveillance system," Ideoglobe has been designed for use where appearance is important, overt operation is undesirable, and detection is not a factor.

Videoglobe cameras are completely enclosed in 18-inch diameter, mirrored glass globes, hand blown for maximum clarity and internally coated with a mirror film. The system gives a very high definition colour image even in areas with illumination as low as 100 lux.

required, low light level cameras can be used.

The number of cameras in an installation, areas of surveillance, fields of view, and scanning modes are known only to the management of the establishment and its key personnel, and these factors can be completely programmed in 24 hours if over 120 characters/sec.

Standard pin-fed or single multi-part forms ranging from 2 1/2 to 15 inches in width can be handled and the printlines spaced vertically at six lines per inch. Both machines have photometric ability and are described by the company as "extremely quiet" in operation.

Dolphin, E-state, Windmill Road, Cornbury, Thames, Middlesex TW16 2EG (Sunbury Station, Middlesex TW16 2EG. 0894 59455).

PACKAGING

Boxes made on the spot

ONE OF the packaging systems now on show at the International Packaging Exhibition in Paris, has been devised for the user who does not require more than 10 packs a minute.

Based on the company's Compact range the latest box and tray meters can be simply operated by semi-skilled people and, at full speed, make up to 10 boxes or trays a minute.

The machines are mobile and easily moved from one production point to another and, in most cases, can be run off a single-phase power supply.

They are at present being supplied to users in the clothing, light engineering, bakery and other food industries.

BE
Bifurcated Engineering

DALE
GENERATING SETS
For prime power, standby and the construction industry.
Dale Electric of Great Britain Ltd, Electricity Buildings, Filly, Yorks. YO94 3PJ, UK. Tel: 0723-51 4141 Telex: 52185

COMPONENTS

Fire finder on a chip

AVAILABLE from National Semiconductor is a fire detector kit consisting of the one p100m field-effect transistor NS5301, as the sensing element and an integrated circuit, newly introduced, containing the necessary detection circuits.

For use in ionisation smoke detection systems, the kit will sell in OEM quantities, for about 50p.

The company says that rather than integrating all the functions that anyone might ever need on a chip it has instead reduced the cost and increased the reliability by incorporating only the essential comparator and amplifier circuits, low battery level detection and the oscillator and bias circuits.

National is at 381 Harpur Road, Corby, Northants, NN16 9JH (0534 211282).

PERIPHERALS

Agile head on printer

TWO NEW machines from Data Computer, the 2240 key and 6540 key, terminal and the 6540 key, only serial printer, make use of a microprocessor to improve the quality of the 9 x 7 matrix printing head.

The machines print in both directions under program control, eliminating the time lost in carriage returns. Improved speed is also available through the use of horizontal and vertical line under micro control, and the head can also skip directly to a text start point and pass quickly over unused spaces. Resulting print rate is over 120 characters/sec.

Standard pin-fed or single multi-part forms ranging from 2 1/2 to 15 inches in width can be handled and the printlines spaced vertically at six lines per inch. Both machines have photometric ability and are described by the company as "extremely quiet" in operation.

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He'd never been in my car before and was obviously impressed by the deep plush seats, air-conditioning and quietness of the six cylinder engine.

"How much did it cost?" he asked, in that direct way Americans have.

I had been anticipating the question.

He had been silent since the start of the journey but it had been one of those silences that spoke louder than words.

I had seen him stroking the seat, then casually squeezing it as one might test the freshness of a loaf.

Twice he had turned in his seat to look at the back of the car and I noticed that on both occasions his returning gaze had lingered on the sun-roof above our heads.

As the car negotiated the rush hour traffic, he settled back in his seat and stretched his legs, extending his toes as if to test the leg room. A second or two later he turned to me and asked his question. We had a long journey ahead of us and I felt a little gamesmanship might pass the time.

"How much did it cost?" I echoed. "Why don't you try and guess?"

He smiled. "I've no idea how much Volvos cost."

"No, but you know how much your own car cost - if you get within £500 of the price, I'll buy dinner tonight."

He had sat up, interested in the game.

"Right," he said, "I'll need a few clues."

He took from his pocket a small notebook, beautifully bound in calf leather and a black Mont Blanc pen. He was, apparently, no stranger to quality.

"Well, the car is the Volvo 264 GLE" I began. "It's the best 4-door saloon car that Volvo make."

I felt rather vainglorious positioning it in this way, but to be fair, it seemed a piece of information he should have.

"It has a 2.7 fuel-injected V6 engine with an output of 148 bhp," I continued.

He looked up from his notebook and smiled. "It's very quiet," he said. "Very quiet."

We had by now reached the motorway and I slid my window up as we settled down to the long drive ahead.

It was a warm muggy evening and I blessed the fact that the car had air-conditioning.

"Is that an extra?" he asked as the air around us magically became cool and comfortable.

"No," I said. "It's a standard feature. I won't give you all of them or you'll get writer's cramp - but you ought to know the main ones."

He chuckled.

There was something about him that reminded me of Spencer Tracy, but I resisted the temptation to tell him so.

"The ribbed-velour seats are standard, so are the power steering, electric windows, steel sun-roof and tinted glass."

I hesitated for a moment, then went on with my list. "Metallic paint, electrically operated

door mirrors, headlamp washer/wipers, tachometer, a heated driver's seat..."

He interrupted and asked me to slow down. "Not the car, just the description," he added.

The motorway was now almost empty of traffic and the evening's humidity had turned to rain.

I always enjoy driving in the rain. The Volvo sits full square on the road and one wafts past slower traffic with almost feudal disdain. Of all the cars I've owned, none has made me feel more secure on a long journey.

"I'm ready for more dictation, sir." He had put on the accent of the young Judy Holliday and I began to look forward to an amusing dinner.

"Right," I said. "Just a few more I think." He looked up, pen at the ready.

"You get stereo speakers in the front doors, sun blinds on the rear window, head restraints on the rear seats, lights in the engine, glove box and boot, a clock, cigar lighter, radial tyres, fog lights, etc. etc. etc."

I delivered this last inventory in one breath and after a while he gave up the attempt to write them down.

"I get the picture," he said. "It's a very well-equipped car."

"Do you want to make a guess at the price?" I asked.

"Just two more questions," he said. "I assume you're talking about the price for the automatic model?" I nodded.

"And I'm taking for granted that all the usual Volvo safety features are built in."

"All present and correct," I answered.

He screwed up his face as if pained by the process of thinking. He felt the seat again; needing it seemed, a final confirmation of quality.

"Okay," he said. "I'd say you couldn't get this package for less than £11,000."

It was difficult to keep the satisfaction out of my voice.

"It costs £8,492," I replied.

He was silent for a moment, but only for a moment.

"You can still buy me dinner," he said. "If that's all you paid for this car, you can afford to."

I couldn't argue with him.

The Volvo 264 GLE.



Attendance bonuses can be an ill windfall

BY MICHAEL DIXON

SURELY I can't be the only gravity. Try breaking that, first hoary-headed employee whose accidentally and then deliberately mind is reeling at the recent ately, and see if there's any denunciations of attendance-bonus schemes, of the type proposed at Ford Motors, as "immoral" and "exploitative."

The long established practice of offering extra money to encourage good timekeeping and continuity of work, seems far too ordinarily human to fit such haughty terms.

Perhaps, as employers are saying, people should honour their moral obligation to go to work regularly and on time as part of the service they provide in return for their normal pay. But the practical fact is that some of them don't.

Perhaps, as trades unionists are saying, such schemes could result in a worker's being penalised for a breach of the rules which arose by accident: for example, through being delayed by traffic. But that is a flaw which marks virtually all rules which entail penalties for those who break them.

Goodness knows what would have happened if, before acting to discourage undesired behaviour, human societies had waited until they could formulate laws which of themselves automatically exempted from penalty any exemption which was accidental rather than foreseeable. It may be significant to the trades union objectors that the natural rule held up by Karl Marx as a model for regulations governing human behaviour, was the law of answer is no.

Take for example the scheme at the Manchester manufacturing company where I worked 20 years ago as a sales correspondence clerk. As far as I can remember, my basic pay was £10.37 for a five-day week. But for arriving by 9 am each day, I was rewarded with an extra 12p, raising the weekly total by 62p to £11. The full bonus was therefore 5.7 per cent of my gross, which is apparently rather more than the percentage proposed at Ford Motors.

As for penalties, provided one was late no more than two mornings in any week, the only sacrifice was the 12p for the day of arrival after 9 am. But three days of lateness was enough to lose the entire bonus.

What, apart from illness or catastrophe, were the legitimate exemptions of that scheme. I neither knew nor cared. Having no car, and living 18 miles away, my only way of getting to work when I joined the company was by rail.

Arriving by 9 am meant getting up at five past seven to catch the 7.53 which, with the aid of a lift from the exemplary sales manager, got me into the office ridiculously early at 8.30 am. Nevertheless, since the next train would have got me in ridiculously late at 9.30, I achieved the above dawn start every day for my first four months with the company and in the pre-work half hours became probably one of the

best desk-top football players of the age.

Then temptation set in. A man who lived across the road changed jobs to work with a company roughly two miles distant from mine. He had a car and started out at 8 o'clock, and was happy to provide a lift in return for a contribution to the running cost.

This alternative means of travel offered me a precious extra half hour in bed. But it left me two miles short of my destination with at most 20 minutes before the factory gate became blocked by the uniformed keeper who with merciless eye and indelible pencil, recorded the names of all latecomers.

Breathless

By legging it quarter of a mile from my friend's factory to the main road, catching a bus, and then running a further 660 yards I could, if all conditions were favourable, scrape past the closing gate. But the chances of doing so were 50/50 at best. Nevertheless, I decided that the extra half hour's lie-in was worth the breathless risk. So for the remaining two months before I left for another job, I never again drew my full week's attendance bonus, and only rarely received any of it at all. Nor was I the only person in my section whom the bonus itself might run an employer into difficulties of another kind. There is some evidence from

research studies that supplements for incidentals such as punctuality and long service, tend to be viewed by employees as quite different from the pay they receive for their real work. In consequence, if the incidental payments are allowed to represent a relatively significant share of total earnings, workers can soon come to feel that their serious labours are badly rewarded.

So in spite of the bonus, which must have cost quite a lot to administer, two out of about a dozen people in my section could not be relied on to turn up on time. Which surely signifies that the scheme was unsuccessful.

On reflection, I think that the fundamental flaw was that, whereas the threat of the sack for lateness would have got me, at least, to work on time almost always, the conditional payment enabled me to make an economic decision about the value of my early-morning indulgences. And since even 10 minutes lie-in is a luxury to a dedicated sleeper, I doubt that Ford can expect to achieve any profitable increase in promptness and regularity by a bonus of about 5 per cent, especially if the supplement is to be taxed.

Given that sterner discipline for offenders is no longer enforceable, the inducement of a worthwhile improvement in timekeeping and continuity would surely require a conditional payment representing a much higher proportion of potential earnings. Which in itself might run an employer into difficulties of another kind. There is some evidence from

research studies that supplements for incidentals such as punctuality and long service, tend to be viewed by employees as quite different from the pay they receive for their real work. In consequence, if the incidental payments are allowed to represent a relatively significant share of total earnings, workers can soon come to feel that their serious labours are badly rewarded.

Mayhem

An example is the mayhem that broke out a few years ago at a big works near Liverpool. Faced by high labour turnover, the managers added a generous long-service bonus. The turnover rose. They added a further loyalty bonus. Turnover rose again. They kept on piling more into incidentals, and soon the turnover was nearing the point where the factory would have needed casino croupiers to deal with the two-way torrent of National Insurance cards.

So they called in research experts from Manchester Business School who traced the exodus to mounting dissatisfaction with basic pay, which sent the workforce chasing after higher basics elsewhere, even though the total potential earnings were lower.

All in all, therefore, it may be that in the matter of attendance bonuses the management and unions of Ford are struggling over an ill windfall that would nobody any good.

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It will involve too level negotiation with banks and other sources of funds as well as responsibility for the cashier function, foreign currency transactions and export and import documentation.

The appointment is one for which a background in treasury work is essential, either within a large manufacturing company or perhaps with a merchant bank. Either way, an ability to conduct financial negotiations is required together with a good knowledge of export documentation, exchange control regulations and the foreign exchange market.

But financial expertise is not the only consideration. The man or woman appointed will be expected to possess the personality, managerial and administrative ability necessary to control, supervise and develop the treasury function. A degree or professional banking or accountancy qualification is also desirable and preferred age is 30+.

Salary will be £7500 + per annum according to experience and there are good company benefits. This is a challenging new appointment offering excellent future career prospects for someone with a thoroughly professional and responsible outlook on this important finance activity.

Write with full personal and career details to Mrs J. Sexton, Personnel Manager, ITT Components Group Europe, Edinburgh Way, Harlow, Essex. Tel: Harlow 26811.

Components **ITT**

Financial Accountant

circa £9,000 + car

Tricentral wish to recruit a Financial Accountant for their recently formed UK commercial trading subsidiary, Tricentral Industrial Corporation Limited. The appointment will be located at the company's City head office and arises because of increased demands being placed on the existing accounting staff. The subsidiary has a turnover in excess of £75m pa.

The Financial Accountant will report to the Financial Controller and in his absence will deputise for him. He will be mainly concerned with the preparation and review of monthly management information, the year end consolidation of subsidiary company accounts and the consolidation of the annual budget figures.

Successful candidates will be qualified accountants, capable of acting on their own initiative and will probably be in their late twenties. The appointee will offer sound post qualifying accounting experience and preferably exposure to the use of EDP.

The position provides opportunity for promotion to Controller level within a period of two years. The commencing salary will be negotiated at circa £9,000 pa. A company car and non-contributory pension and medical schemes are provided. A generous contribution would be made towards removal expenses if the successful candidate had to move home to take up this appointment.

Candidates, male or female, can make application by quoting reference M/S 2002 and requesting a personal history form from Ashley S Phoenix, Executive Selection Division, Southwark Towers, 32 London Bridge Street, London SE1 1SY.

Price Waterhouse
Associates

INBUCON

Company Accountant

KENT-TO £9,000

The company is part of a public group involved in the petrochemical industry. It is seeking to expand its operations and increase its turnover substantially above the £3m achieved now.

An able and qualified accountant experienced in cost and management accounting is required to join the executive team. Probably aged 30-40, the successful candidate will demonstrate the ability to lead and motivate staff in developing sound management information systems to monitor company performance by cost analysis and budget forecasts as a basis for accurate decision making. Previous experience in the chemical or allied industries will be an advantage but will not be a bar to someone with drive and initiative wanting to be involved in this challenging appointment.

Prospects are good within the group. A car is provided together with excellent fringe benefits. Please write briefly and in confidence to J. G. Battersby, quoting ref. 3713FT, saying how you meet these requirements.

INBUCON MANAGEMENT CONSULTANTS LIMITED
Executive Selection
197 Knightsbridge, London SW7 1RN Tel 01-584 6171

Senior Accountant for the Middle East

We're ORS, part of one of the largest employment service organisations in the world.

Right now we're looking for a Senior Project Accountant for projects in the Middle East.

The successful candidate will be responsible for the Accountancy management of initially two on-site industrial locations.

The post will involve routine accountancy including payroll, cost accounting and preparation of accounts up to trial balance.

You'll be required to liaise with clients and negotiate at a senior level, travelling to locations in the Middle East when necessary.

We're looking for a single accountant of UK Nationality with a minimum of 5 years' relevant experience and preferably FCA qualifications. Overseas experience is essential, ideally in the Middle East for a one year contract renewable.

The position calls for a self-starter who can be diplomatic with clients and at the same time be capable of supervising and appointing his own financial staff.

You'll have the ambition to expand with the company taking on an increasing degree of responsibility as our number of on-site locations grow.

The person we appoint will enjoy a highly attractive, fully negotiable salary and an extensive range of benefits, including free accommodation, medical, life and dental insurance, bonus at termination of contract plus 6 weeks home leave with return air fares.

Above all, you'll enjoy the challenge of a stimulating environment which will call upon your skills, your drive and your ambition.

Call Miss N. Frater now on 01-439 9481 for an application form, and to arrange a confidential interview.

ORS Services

37 Golden Square, London, W1R 4AL
London, Lausanne, San Francisco, Riyadh
A member of the Adia group of companies.

Business Manager

c.£11/12,000 + Car
Age 30-35

The appointment is with one of the World's leading computer groups. Impressive company growth has taken place in recent years and is continuing.

Against this background there is a need to improve business forecasting, systems and controls. Negotiations with government agencies and a wide range of commercial organisations will also be undertaken.

A female or male graduate, aged about 30-35 who has gained sound experience at levels close to the boardroom for at least 3-4 years, possibly in a marketing services or operations management environment, would find this role attractive. A commercial background is essential but knowledge of computers is not critical.

The position is based in Central London and relocation expenses are available if required.

Please write briefly including home business telephone number in the first instance and in confidence to Charles Stewart, (ref. 917).

Alliance Management Consultants Ltd.
84-86 Baker Street, London W1M 1DL
Tel: 01-487 5761 (24 hours)

Alliance

South East Asia Research

Vickers da Costa Ltd. have a well-established and growing business in South East Asian securities with local offices in Hong Kong and Manila.

We are looking for an additional member for the research team covering this area to be based in London. The position is an important one and will involve regular liaison with institutions as to market and company trends as well as detailed research work and would suit a candidate with some years experience of the area. Remuneration will be competitive.

Apply in the first instance with a detailed curriculum vitae to:

Personnel Manager,
Vickers da Costa Ltd.,
Regis House, King William Street,
London EC4R 9AP. Tel: 01-623 2494.

GULF DEVELOPMENT CO. LTD.

The following are required for overseas projects, aged preferably under 40:

Mechanical Engineer with project management experience.

Negotiator with legal qualification.

3 Chartered Accountants or Economists preferably with merchant banking and negotiating experience.

Marketing Executive with administrative and negotiating experience.

Chemical Engineer with experience in the oil industry.

Agronomist

It will be an advantage for candidates to have previous overseas experience and additional qualifications including languages. Good salaries will be paid to the right person for each category.

Apply in confidence with curriculum vitae to The Secretary, Gulf Development Co. Ltd., 128 Park Lane, London, W1Y 3AE.

CHIEF INTERNAL AUDITOR FINANCIAL SERVICES

Wiltshire

To £10,000 + Car and excellent benefits

Although our client commenced trading as recently as 1971 it is now recognised as the established leader in a major sector of the financial services market. Flotating took place in 1976 and the business has continued to expand with assets now exceeding £60m. The company clearly has a wealth of entrepreneurial and marketing skill with the finance function playing a significant role in the profitable development of its activities.

The basic task for the Chief Internal Auditor is to contribute to the creation of effective systems across the whole range of the company's operations. The function covers systems and computer audit and the current team consists of accountants and computer specialists.

Candidates, male or female, should be qualified accountants, probably aged 28 to 35, with a strong technical background in audit and computer systems. Although currently in commerce or public practice they must display proven management experience and ability.

The company is committed to a programme of expansion and is therefore able to offer excellent long-term career prospects in an attractive location allowing easy access to a city or rural lifestyle.

For more detailed information on this appointment and an application form contact Ronald Vaughan, F.C.M.A. quoting reference 2301.

Commercial Division

Douglas Lymburn Associates Ltd.
Accountancy & Management Recruitment Consultants
110 Strand, London WC2R 0NS. Tel: 01-439 6501
121 St Vincent Street, Glasgow G2 8JW. Tel: 041 228 3101
3, Castle Place, Edinburgh EH3 7AA. Tel: 031 225 7744

DIA

FINANCIAL CONTROLLER EUROPE

West of London £15,000-£18,000 Neg.

Our client, the European Division of a large American corporation, is involved in installing and distributing high quality reprographic and printing equipment. Backed by an impressive growth record, they are now establishing a corporate H.Q. in the UK to provide extensive management services to European operating units.

The Controller, reporting to the General Manager, will control a small staff of qualified accountants. Priorities will include development of management information systems on a European basis, provision of financial services and business reviews for operating units, co-ordination of reporting from marketing units and distribution, budgeting and long range planning.

Candidates, qualified accountants probably aged 35-45, will possess a successful track record in senior financial management. Exposure to an international environment is important as well as a forward personality and the ability to motivate staff at all levels. Fluency in at least one European language, preferably French or German, is essential.

Prospects are excellent within this fast expanding marketing orientated group.

For further information and a personal history form please contact Neville Mills ACIS or Kevin Byrne BA quoting reference number 2277.

Commercial Division

Douglas Lymburn Associates Ltd.

Accountancy & Management Recruitment Consultants
110 Strand, London WC2R 0NS. Tel: 01-439 6501
121 St Vincent Street, Glasgow G2 8JW. Tel: 041 228 3101
3, Castle Place, Edinburgh EH3 7AA. Tel: 031 225 7744

DIA

GROUP SYSTEMS ACCOUNTANT

Bedfordshire To £9,000 + car

Our client is an international group, with a turnover in excess of £150 million, engaged in the manufacture and sale of industrial products.

Reporting to the Group Financial Controller, the successful candidate would be involved in defining the information requirements for a new data system, followed by its design and implementation. He/she will be responsible for co-ordinating the work of the financial and computer departments as well as working on various accounting assignments.

Success in this position could lead to promotion to a line appointment within the group.

Candidates, M/F, probably aged 26-32, will be qualified accountants with an in-depth knowledge of computerised systems relating to manufacturing activities. This experience will ideally have been gained with a progressive company or in a consulting role.

For detailed information and a personal history form please contact Neville Mills ACIS or Howard Angus BA quoting reference number 2307.

Commercial Division

Douglas Lymburn Associates Ltd.

Accountancy & Management Recruitment Consultants
110 Strand, London WC2R 0NS. Tel: 01-439 6501
121 St Vincent Street, Glasgow G2 8JW. Tel: 041 228 3101
3, Castle Place, Edinburgh EH3 7AA. Tel: 031 225 7744

DIA

CHIEF ACCOUNTANT

INTERNATIONAL METAL MERCHANTS
London SW1 c. £9,000 + car scheme

A leader in its field, our client is a firm of International Metal Merchants with a turnover in excess of £100 million.

It is now planned to strengthen the finance function through the appointment of a Chief Accountant. The successful candidate M/F preferably aged 25-35 will join a highly skilled team, supervising the preparation and analysis of management information and group accounts, as well as assisting in further developing existing systems.

Candidates will be qualified accountants with at least 3-4 years P.O.E. in a commercial environment. They will be able to communicate effectively with other management disciplines and have a self-motivated approach that will enable them to succeed in a demanding environment.

For further information and a personal history form please contact Neville Mills ACIS or Howard Angus BA quoting reference number 2306.

Commercial Division

Douglas Lymburn Associates Ltd.

Accountancy & Management Recruitment Consultants
110 Strand, London WC2R 0NS. Tel: 01-439 6501
121 St Vincent Street, Glasgow G2 8JW. Tel: 041 228 3101
3, Castle Place, Edinburgh EH3 7AA. Tel: 031 225 7744

DIA

Jonathan Wren · Banking Appointments

The personnel consultancy dealing exclusively with the banking profession

INTERNATIONAL INVESTMENT MANAGEMENT

£10,000 - £15,000

This vacancy, with an international investment company, is an ideal opportunity for a young person to enter the active specialist area of Far-East investment. Candidates, in the age range 19-26, should have had fundamental training and experience in equity investment in international stocks.

Customer contact will be involved in a very high proportion of the duties. Fluency in German or French would be an advantage, and travel is a possibility in the future. Applications are invited now with a view to commencing mid-January 1978.

Please contact: RICHARD MEREDITH

MONEY MARKET ADMIN.

£10,000 - £15,000

A prominent North American banking and financial institution wishes to recruit a thoroughly experienced person to the position of Supervisor, Money Market Administration. Candidates, ideally aged 25-35, should have a strong background in an accounting or banking department, combined with thorough knowledge of Sterling Cash and Foreign Exchange administration. The responsibilities of the position include supervision of all accounting relating to the department's operations, control of liability and asset deployment, payments and all other money market administration. This appointment offers considerable potential for career progression.

Please contact: NORMA GIVEN

170 Bishopsgate London EC2M 4LX 01-623 1266/7/8/9

Project Financial Manager Petrochemical Contracting London & Algeria

This is a key financial appointment with Pullman Kellogg, whose position amongst the world's largest and most prestigious contractors in petrochemical and chemical plant has been achieved by a combination of technological sophistication and pioneering sound financial expertise. Based in Wembley, the Company is currently building and commissioning a £100 million Liquefied Natural Gas plant at Skikda in Algeria. It is for this project that it needs to recruit a Manager with proven experience of handling financial arrangements associated with major capital expenditure projects, preferably in the petrochemical contracting industry.

It is intended that the appointee will report directly to the Assistant Financial Controller, should take immediate and total responsibility for all the financial functions of the Skikda project including organising Letters of Credit, the provision of guidance and problem solving on Algerian tax matters and client liaison at the highest levels.

The Company feels that it is unlikely that men or women aged under 30 would have the necessary managerial and project financial experience for this position. The successful candidate will have a proven track record of handling significant financial responsibilities independently and in a demanding environment. About 50% of the manager's time will be spent in Algeria. The ability to converse fluently in French would be a distinct advantage.

Please write, in complete confidence, with career and salary progression to date, to: The Recruitment & Training Manager, Pullman Kellogg Ltd., The Pullman Kellogg Building, Stadium Way, Wembley, HA9 0UE.

Pullman Kellogg

A subsidiary of Pullman Incorporated



Board of Governors National Hospital for Nervous Diseases Treasurer

Salary scale £7,214-£8,765 + £354 London Weighting per annum (Administration and clerical scale 351). Applications are invited from qualified accountants with wide experience in hospital or public service for the post of Treasurer to the Board of Governors of this post graduate teaching hospital group.

Successful candidates will be required to control a full range of financial activities including the maintenance of a budgetary control system, and the provision of management information and will be expected to participate, with the other senior officers, in the management of the group as a whole.

Application form and job description from: The Personnel Department, The National Hospital, Queen Square, London WC1N 3BG.

Tel: 01-837 3611 Ext. 65

Closing date: 8th December 1978

STOCKBROKERS

Country brokers with small London office are currently seeking a limited number of members or associates in London. High quality research and all services provided, including lunchroom, generous commission sharing arrangements. Please reply to: Box 42541, Financial Times, 10, Cannon Street, EC4N 4BY.

Investment Management

Major International Bank

Our Client, a leading International Bank with significant UK institutional business, seeks an experienced Fund Manager for its growing London Investment Division.

Candidates should have a degree or professional qualification and a background in equity fund management or investment research. As the bank is actively involved in marketing its services to companies throughout the UK, candidates must demonstrate the maturity and self-assurance necessary to deal with clients at board level.

This is an exciting opportunity with a bank whose world-wide representation and progressive attitude ensure that prospects for career development will be excellent. A competitive salary and substantial fringe benefits, including mortgage assistance, will prove most attractive to applicants of the required calibre.

Contact A.J. Tucker M.A., A.I.B. in confidence on 01-248 3812

NPA Recruitment Services Ltd

60 Cheapside, London EC2V 6JL Telephone: 01-248 3812/3/4/5

Young ACA

Deputy Manager - Investments Services

City

To £10,000 + Mortgage Subsidy

The newly formed European Investment Services Division of a major world wide group is responsible for a substantial investment and property portfolio.

Due to reorganisation, our client now requires a Chartered Accountant aged probably late 20s to be responsible for the control of the accounting, analytical and administration departments. Initial duties will also include implementing new systems procedures which are now necessary to cope with the increased level of activity.

Applications are invited from candidates able to offer 2-3 years post qualifying experience ideally gained in a similar environment or with a leading professional practice. A knowledge of, or an interest in, investments is an important requirement.

An attractive benefit package is offered which includes non-contributory pension plan, life cover in addition to a generous mortgage subsidy.

Please apply to Hugh Harvey quoting ref. 1740

This position is open to men or women.

Lloyd Chapman Associates

125, New Bond Street, London W1Y 0HR 01-499 7761

Chief Accountant

Guildford, to £10,000 + car

Our client, a firm of commercial solicitors with 110 staff, has doubled its turnover in the last three years. This dynamic growth has led to the need for a new position of Chief Accountant with administrative ability and a

knowledge of systems. The ideal candidate will be a qualified accountant under 40 who will react positively to the challenge of being an accountant in a firm of young, informal and likeable solicitors.

Mrs. Indira Brown, Ref: 19131/FT.

Male or female candidates should telephone in confidence for a Personal History Form to: LONDON: 01-734 6852, Sutherland House, 5/6 Argyll Street, W1E 6EZ.

Hoggett Bowers

Executive Selection Consultants

BIRMINGHAM, CARDIFF, GLASGOW, LEEDS, LONDON, MANCHESTER, NEWCASTLE and SHEFFIELD.

CUSTOMER SERVICES

Age 28-40 BANKING £8,500+

An established and expanding International Bank seeks to appoint an experienced Banker to assume control of an active and important Department. The functions of the Department include all aspects of customer account maintenance, inward and outward remittances, bills and documentary credits and telex supervision, and the successful Candidate would be expected to be fully conversant with these areas. Additionally, he/she would be directly responsible for the design, implementation and running of new systems and procedures, and will report to the Operations Manager.

The appointee will need to exhibit personal qualities of tenacity and drive, and will have the ability to liaise with customers at a senior level. Candidates holding the Banking Diploma will be preferred.

Salary is negotiable around the quoted figure and benefits are competitive.

To discuss this position, in complete confidence, please telephone Rod Jordan (General Manager)

BANKING PERSONNEL

41/42 London Wall, London EC2V 6JL Telephone: 01-588 0781

(RECRUITMENT CONSULTANTS)

TAX SPECIALIST

c. £10,000

28-35. Graduate Accountant or lawyer with excellent track record in Corporate and Personal tax planning for blue chip International Corporation based in London.

METALS ANALYST

£6-10,000

24-30. Economist with a thorough appreciation of the Metal Markets plus excellent written and verbal ability to carry out expanding research dept. of internationally known firm of Commodity Brokers.

FINANCIAL PR

c. £8,000

25-30. Consultant with at least 2 years' experience and an appreciation of the accountancy profession to take up challenging position handling a major international account with prestigious W.I. based Consultancy.

Stephens Selection

35 Dover Street, London W1X 8RA. 01-481 1817

Recruitment Consultants

SKILERS WANTED - Free weekends in Scotland. One offered to good skiers. Tel. 01-540 7782. Peter Kite.

Economist

to join BP's Corporate Planning Department and lead a small team in its Forecasting Division.

The successful applicant will be expected to analyse and forecast movements in major world economies and to consider how these pressures impact on energy and oil demand, in the short, medium and long term.

A good degree in Economics, experience of quantitative technique and at least five years in economic forecasting is necessary.

Experience in the energy sector is desirable.

Salary will be paid according to qualification and experience but the post is unlikely to be filled by applicants currently earning less than £8,000 per annum.

Please write giving age and brief details of qualifications, experience and current salary, quoting reference PFC/8/E to: The Manager, Central Recruitment, The British Petroleum Company Limited, Britannic House, Moor Lane, London EC2Y 9BU.

Investment Analyst

Liverpool, L.Neg

A leading firm of stockbrokers requires an Investment Analyst in the Insurance sector. Important requirements are the ability to read balance sheets, to prepare and deliver reports both verbally and in writing, to converse at board level, and to develop close relationships with clients. Applicants, preferably under 30, will have worked

in an investment institution or a stockbroker's office, and will ideally have a professional qualification in accounting, insurance or actuarial work. The position offers excellent prospects in addition to a competitive salary which, together with profits-related bonus, reflects the importance attached to this key post by our client.

C.G. Moores, Ref: 24147/FT.

Male or female candidates should telephone in confidence for a Personal History Form to: MANCHESTER: 061-236 8981, Sun Life House, 3, Charlotte Street, M1 4HB.

Hoggett Bowers

Executive Selection Consultants

BIRMINGHAM, CARDIFF, GLASGOW, LEEDS, LONDON, MANCHESTER, NEWCASTLE and SHEFFIELD.

APPOINTMENTS ADVERTISING

IS CONTINUED TODAY

ON PAGES 32 & 33

Accountant

Banking-City

up to £7,500 plus benefits

The initial responsibility will be supervising the accounts and business of the management companies which support the bank's unit and investment trusts. When this is properly organised within a year, it will give time to become involved in other parts of the business, including the computer based systems, the bank's accounting and group taxation. The position therefore makes an excellent base for personal development within a major merchant bank. Candidates must be qualified accountants. Some

experience of accounting for unit trusts would be advantageous but not essential. Fringe benefits include a subsidised mortgage.

Applications, which will be treated in strict confidence, should contain relevant details of career and salary progression, age, education and qualifications.

Please write to A. C. Crompton quoting reference 739/FT on both envelope and letter.

Deloitte

Haskins + Sells

Management Consultants

128 Queen Victoria Street, London EC4P 4JX.

THE FOLLOWING ADVERTISEMENT MAY NOT BE SUITABLE FOR MANUFACTURERS OF A NERVOUS DISPOSITION

The last seven years conceal a crisis which could be fatal for many manufacturers—the crisis in branding.

“Branding is the central task of a manufacturer, his *raison d'être*. Because it is so important, any failures in branding can reasonably be called a crisis.

“Since 1970 in the UK there seems to have been, particularly in packaged goods, a constant decline in resources devoted to branding.

“It is difficult to measure, because the only element of branding for which there is full, consistent data is advertising expenditure. This shows a very clear picture—and we believe that trends in this element of branding are symptomatic of trends in all forms of branding.

“The advertising expenditure by the 35 top-spending grocery brands of 1970 had halved by 1977 in real terms.... In the food, drink and tobacco manufacturing industries, profits have declined at a rate comparable with the decline in advertising.

“There may be a minimum expenditure on mass-media below which advertising is uneconomic.

“Most of the brands from the 10 top-spending advertisers of 1970 were on television in 1977. But the average spending per brand had dropped 28 per cent.

“In real terms, about 90 per cent of people will have actually paid some attention to the average brand's 30-second commercial about once every six weeks. Is it really possible to sustain or build a brand on about four minutes' advocacy a year?

“The main pressures on manufacturers have come from retailers. And the way manufacturers have responded to these pressures has actually caused the crisis in branding.

“66 per cent of adults now agree that 'packaged products sold under a store's own name are as good as the well-known nationally advertised brands'. Only 11 per cent disagree.

“Unless the manufacturer devotes proper resources to adding values to his brands, it's hard to see why people should continue to pay more for them.

“To solve the crisis in branding, there will have to be radical changes. But, whatever the difficulties, the greatest mistake of all could be to believe that the problems are only temporary.

“We have developed at JWT a simple but convincing way of measuring the effect of any sort of branding experiment, which takes into account both volume share and profit margin.

“Clearly, each company will need its own tailor-made approach. But to start the discussion, we have constructed a list of questions that most companies will want to ask themselves...

From
‘Crisis in Branding’
by Stephen King.

The ‘CRISIS IN BRANDING’ is illustrated here by quotations from a document published by JWT and written by Stephen King. For a copy of the complete, 49 page ‘CRISIS IN BRANDING’ please fill in this coupon.

Name _____

Position in company _____

Address _____

Phone _____

Please post this coupon to:
Stephen King, J. Walter Thompson Co. Ltd.,
40 Berkeley Square, London W1X 6AD. (01-629 9496)

JWT

البيان

The Marketing Scene

EDITED BY MICHAEL THOMPSON-NOEL

Smoking—the return salvo

BY MICHAEL THOMPSON-NOEL

IN MARKETING terms there is nothing in the known universe quite like the smoking and health controversy to set the passions blazing. In no other area of commercial endeavour do the rival factions set about each other with such a slugging and banging and wailing of crowbars.

Two weeks ago, Rex van Rossum, former marketing director of Rothmans, fired off a full salvo of invective on this page, directed at the anti-smoking lobby. He accused opponents of the tobacco trade of posturing, lying and scaremongering. The crusade against cigarette advertising, he claimed, was an irrelevance, and current restrictions in the code of advertising practice an overkill. By maintaining a dignified silence, the tobacco companies had let themselves be pushed into a corner where they had "accepted" restrictions out of all proportion to the facts and evidence.

Well, it didn't need a genius to predict that the health lobby would take a swing at that. According to Mike Daube, director of Action on Smoking and Health, Mr. van Rossum was resorting to innuendo and untruths. "Even the silence of marketing directors cannot bring back to life the hundreds of thousands who have died of smoking-related diseases since publication of the first Royal College of Physicians' report in 1962."

In his view: "The historical perspective is

important: the tobacco farmers, manufacturers and retailers, faced by the thunderbolts of the Royal College of Physicians' reports were not monsters or wilful promoters of disease but ordinary men faced with an unprecedented challenge which, tragically, they failed to meet. They attempted, and still attempt, to deny the effects of smoking, using extraordinary distortions of the evidence. They made every effort to counter health education on smoking, to recruit new smokers (even in developing countries), and in order to defend their lucrative and now discredited business, developed a series of defence mechanisms which rely on sheer financial muscle and the credibility of governments.

Mr. van Rossum has probably done his industry a disservice by presenting its arguments in such extreme form, and untruths. He certainly hears out the prediction of an editorial in the British Medical Journal earlier this year that the tobacco industry would fight a desperate rearguard action, producing arguments as desperately misleading as its advertisements were in the past. Mr. Daube is incensed at Mr. van Rossum's claim that cigarette advertising influences share and brand competition and to advertising, says Mr. Daube, that applies to no other product and is in stark contrast to the

views of advertisers in the days before cigarettes were known to be carcinogens.

"The case for a ban on tobacco promotion is not, as some in the tobacco industry fondly imagine, that without advertising cigarette sales would fall to zero overnight. A promotional ban should be seen as part of an overall smoking control programme, complemented by education and information programmes as well as help for many smokers wishing to give up."

ASH's view is simply that tobacco promotion has both the intent and effect of increasing the total level of sales, or maintaining sales at levels higher than those which would otherwise have obtained. The 1977 RCP report estimated that the tobacco industry spends around £80m a year on all forms of promotion; it would be extraordinary if this mass of press and poster advertising, sports sponsorship, arts sponsorship, cinema advertising, leaflets, PR activities, point-of-sale promotion, TV and radio, same-name cigar and pipe tobacco advertising, gift coupon schemes and countless other promotional ventures had no impact on total sales, if it went unnoticed by children, ex-smokers, and non-smokers, and if it did not encourage smokers to continue, or even smoke more."

According to Mr. Daube, the simple fact is that the World Health Organisation, the Royal College of Physicians, the International Union of Cancer, the British Medical Association and countless other medical bodies have recommended a ban on tobacco promotion, not because they wish to ruin advertising agencies or deprive the media of revenue but because, in the words of the late Robert Kennedy, "the cigarette industry is peddling a deadly weapon. It is dealing in people's lives for financial gain."

A few of Mr. van Rossum's "untruths" deserve correction, says Mr. Daube, particularly his claim that no criticism is made of the 300,000 retailers who sell cigarettes. This is untrue, says Mr. Daube, even though it is not the retailers who spend vast amounts on mass advertising. "For example, ASH forcefully criticised the retailers when a survey we had commissioned showed that 43 out of 50 tobaccoists surveyed broke the law forbidding the sale of cigarettes to people under 16."

Nor was the former Rothmans man correct to claim that the industry had been given no credit for moves to launch more low-tar brands, cut tar yields and introduce tobacco substitutes. Mr. van Rossum was out of line in claiming that not one of the countries around the world where cigarette ads had been banned or severely restricted had witnessed a decrease in consumption. In Norway, for example, following enforcement of

the Tobacco Act in mid-1975, the percentage of daily smokers among males had fallen steadily from 52 per cent in June, 1976, to 44 per cent in December last year; among females, from 32 per cent to 30.

"Many other parts of Mr. van Rossum's case fail to stand up to detailed examination, not least his eccentric view that there is no rational reason why cigarettes should not be allowed back on TV now. But he will have succeeded if his blend of innuendo and misinformation draws attention away from the most important challenge in preventive medicine facing governments and politicians today. The purpose of those in this country whom he describes as the anti-smoking forces is simply to reduce the appalling toll of death and disease caused by smoking. Thirteen countries have already banned tobacco advertising. How long must we in Britain wait before promotion of health is seen as more important than promotion of a known carcinogen?"

And so the battle builds. Two weeks ago I wrote that there were signs that the cigarette advertising in Britain would be outlawed by around 1982. That may or may not prove to be the case. What is certain is that the tobacco companies and their opponents are warring themselves up for a protracted struggle. They will put away the crowbars soon and call up the tanks.

Let's get back to the Great Offensive

BY WINSTON FLETCHER

WHATEVER BECAME of the Great Offensive? 1978 was to have been the year when advertising and marketing, with its unaccustomed audacity, challenged its opponents to meta-phoric fistfights and defiantly proclaimed: "Properly planned advertising contributes towards the most efficient use of resources, productivity, and profit. It is a necessary investment, equals a better future. Let us be proud of advertising's contribution to future prosperity."

These stirring sentiments were the theme of the Advertising Association's crusading pamphlet, *Marketing and Industrial Renaissance*, launched in April at the association's Brighton conference with regrettable, resounding tinkle.

Despi the world's indifference, the delegates left Brighton with heads held high, confident of their ASA-washed wisdom and convinced they had a real role to play in any putative economic recovery. Yet a mere six months later finds them pressing to a more accustomed state: flat on their backs, peering anxiously about to spot where the next kick will come from.

They were prepared for it to come from Brussels, which is

for more legislative fetters. They were ready for it to come from the O.T.F. where they await the results—due today—of a market survey into the public's opinion of how well the ASA voluntary system is working.

But they were totally unprepared for it to come from a conference of a few weeks ago from a conference of National Co-operative Drapery and Fashion Managers, the audience strangely selected by the Secretary of State for Prices and Incomes. Roy Hattersley, to receive his intimidating tirade against advertising and marketing.

Mr. Hattersley's attack was impressively wide-ranging: patently he is not a chap to allow irritating facts to confuse the persuasive sweep of his rhetoric. It would be possible, given the space and time, to dispute Mr. Hattersley's speech almost line-by-line, through confider of their ASA-washed wisdom and convinced they had a real role to play in any putative economic recovery. Yet a mere six months later finds them pressing to a more accustomed state: flat on their backs, peering anxiously about to spot where the next kick will come from.

They were prepared for it to come from Brussels, which is

expense that would be incurred by the kind of profligacy which petrifies those outside government. To finance even its present limited remit the ASA last year needed £620,455 from its Board of Finance. This not inconsiderable sum was spent in generating and pursuing just 1,645 complaints against display advertisements: an astonishing cost of £377.13 per complaint. Nearly half the complaints proved unjustified and the vast majority were anyway footling. Does Mr. Hattersley, one wonders, ever bother to read the ASA's marvellously comic Cases Report?

However, the most deeply depressing aspect of Mr. Hattersley's oratory lay not in its unnecessary, expensive and generally destructive specific proposals: the far more frightening revelation was that the Secretary (and presumably therefore his bevy of advisers) does not understand the meaning of marketing at all. Like a small time 1930's industrial advertising manager, he apparently thinks it a synonym for "publicity" or "promotions." How else could he have stated: "An obsession with marketing can cause the producer to delude himself that enough advertising can make up for product deficiencies."

This is the opposite of the truth. Nor is it merely a minor

semantic misunderstanding. The very definition of marketing demands that manufacturers strive to make their products perfect (for their market and at the price). Marketing also demands that perfection be defined by the consumer, not by the manufacturer. Marketing may involve complex emotional characteristics. The Secretary, however, apparently believes that manufacturers produce only the goods they fancy—then they employ "marketing" to persuade a gullible public to buy them; if the public proves recalcitrant, in desperation they cheat or lie to clear the goods from the shelves. It is a view of the economic process which, in one as sensible as Mr. H., is so simplistic as to be breathtaking.

Unhappily, the evidence, though dated, suggests that much of the population's picture of marketing and advertising is just as fuzzy. The last public survey on the subject, carried out by the Advertising Association in 1976, showed that while the vast majority of people (certainly over 90 per cent) are not greatly interested in advertising at all—a result forcefully confirmed by the response to the ASA detailed above—insofar as they have any views, a majority believe that advertising makes people buy things they don't want; that if

a product is good it does not need to be advertised; and that advertisements are often misleading.

Taking a dispassionate look at the present situation, it seems extraordinary that the only time the advertising industry has united to fund a major communications campaign, the objective of that campaign was to persuade the public to complain about advertising. However much Mr. Hattersley may wish us to waste the ASA's funds investigating trifling complaints against wicked plumbers classified in the Callington and Gurnislake Post, should we not now consider putting the money to more positive use?

This year the ASA Board of Finance will raise about £750,000. Let us stop dribbling it away encouraging the average British adult to moan to the ASA once every 24,000 years. Let us instead spend the money communicating the real benefits of advertising to consumers and thence to commerce and industry. Let Mr. Hattersley, if he is so determined, waste Parliament's, the lawyers', the courts', the taxpayers' money on paltry legislation: let us get back belatedly to the year of the Great Offensive.

Winston Fletcher is managing director of Fletcher Shelton Delaney.

Confusion on commission

THERE ARE two ways of looking at the revised system for agency recognition which the Newspaper Publishers' Association and the Newspaper Society will operate from January 1. Broadly, from that date, the payment of commission to agencies, whether recognised or not, will be up to the individual decision of each newspaper.

The first view, strictly, a minority one is that there could be convulsions in client/agency and agency/media relationships if the new system throws up variable rates of commission. There is certainly a great deal of confusion on this score.

On the other hand the general view is that nothing much will change—that the instincts of the market will be such that after a minor flurry of activity the "new" commission rates will re-settle at around the 15 per cent mark to what the IPA describes as "everyone's satisfaction."

At the same time the independent specialist media buying and creative consultancies believe the new system—intended to take account of restrictive trade practices legislation—will prove a stimulus for advertising business and encourage clients to take a greater interest in matters of

cost. Chris Ingram of CIA, a leading independent media-buying shop which expects to handle £6m worth of business next year, said yesterday: "The new arrangement only makes official accounts, though that could in turn lead to higher fees if agencies insist on more realistic fee levels for particular accounts. The IPA says there could well be an adjustment to levels of rebating though it thinks that would be balanced by adjustments to the specific value of services provided by agencies for clients."

From January 1, newspapers will restrict the criteria for agency recognition largely to these areas: the creditworthiness of the applicant or recognised agency, and their adherence to the code of advertising practice. There will be a scale of sanctions in cases of non-compliance with the latter requirement, including a copy ban for an "appropriate period" in the case of persistent offenders. There would be a right of appeal.

According to the NPA and NS: "All recognised agencies are believed to have accepted the proposed revision. Their recognition will be continued automatically by the usual financial monitoring and to the amended terms from upstairs and by-night's already indicated."

Fortunately, they'll close just as fast as they open."

Some full-service agency heads admit that big advertisers are likely to question more closely the profit levels on individual accounts, though that could in turn lead to higher fees if agencies insist on more realistic fee levels for particular accounts. The IPA says there could well be an adjustment to levels of rebating though it thinks that would be balanced by adjustments to the specific value of services provided by agencies for clients.

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Record gain for Burnett

WITH A BURST of acceleration in advertising sales, Burnett's has made a record gain for the year ending 31st March 1978, according to the company's annual report.

The company, which is a subsidiary of the parent company, Burnett's, has made a record gain for the year ending 31st March 1978, according to the company's annual report.

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Thursday November 16 1978

Some wishful thinking

THE OFFICIAL mid-year economic forecast, published yesterday, is not a very helpful document. It is built on assumptions about pay which will widely be regarded—especially this week—as the merest wishful thinking; and this in turn must cast doubt on the figures for the exchange rate, interest rates—and hence public sector borrowing—the growth of consumer spending, imports and profits. No information is given about the effect of different pay assumptions on the forecast. Users of the published Treasury model can make their own estimates, but use of the model itself is dependent on judgments which may not be shared in Great George Street.

Judgment

It would be easy to accuse the Treasury of deliberate obfuscation, fulfilling the letter but not the spirit of the Employment Act of 1975, which required the publication of models and forecasts. What is likelier is that Dr. Bray and his supporters have greater faith in the accuracy of model-based forecasts than does the Treasury itself. Policy has always leaned more heavily on judgment than on mathematics; and it is in fact possible to get some feel of official judgment even from an unrealistic forecast.

The conclusion seems to be that the optimistic assumptions built in to the official forecast are balanced by pessimistic judgment—the forecast is wishful but gloomy. This emerges clearly both from internal evidence and from comparison. The internal sign of gloom is that even with low wage rises and a sharp fall in the growth of consumer spending, there is no forecast improvement in the balance of payments and no apparent fall in the inflation rate.

This is puzzling in itself; and what is equally puzzling is that outside forecasters such as the London Business School and some users of the Treasury model have recently produced forecasts which are very similar in "real" terms to the wishful Treasury forecast. Optimists may conclude that the prospect for some growth and a reasonable balance of payments is safe even on realistic assumptions about costs; but it is worth stressing that if outside assumptions

about costs and inflation are right (both in the 10-12 per cent range rather than the Treasury's 7-8 per cent), but underlying official judgments about competitiveness are well founded, then the out-turn will be a good deal worse than the already uninspiring picture shown in both sets of forecasts. It is at any rate unlikely to be better.

What seems likely is that the Chancellor is being offered a gloomier picture than that now published of the prospect before us, and must frame his policies accordingly. Indeed, his approval of the rise in minimum lending rate last week shows far more concern about an unsustainable growth of credit and demand than could be justified from examining the Treasury forecast. He has already said enough to show that Treasury reflexes have not changed over the years; if demand threatens to rise above the path ordained by the demand managers, it must be checked. A rapid rise in wages has this effect in the short run, so a fiscal deflation might well be thought necessary to hold the economy on the forecast path.

The economic logic of this approach is questionable: except in the short run, a rise in costs within an unchanged monetary environment is likely to prove deflationary, as Mr. Healey has warned us. This will happen rather quickly if monetary policy continues to be aimed, as at present, at an unchanged effective exchange rate: an exchange rate overvalued in real terms may be bad for the balance of payments, but it is undoubtedly depressing for activity, and cost inflation with an unchanged rate has the same effect on output as a rise in the exchange rate.

Wrong reasons

However, at present Treasury thinking may be pointing to the right policy for the wrong reasons. There is one rather alarming figure even in the wishful forecast: a public sector borrowing requirement unchanged on present policies, as a proportion of GDP. With higher inflation and higher than forecast interest rates, the PSBR will rise. The present contradiction between fiscal expansion and monetary restraint will become still sharper and more painful. A better balance could prove a stimulus. In that respect, and that only, the forecast is helpful.

A weapon in the trade war

THE USE of subsidies to create or preserve jobs in one country at the expense of increasing employment in another is, regrettably, a common practice in international trade. Politicians will agree in principle that the process is self-defeating, but the kudos attached to a big export order or a large new investment is hard to resist. The only way of bringing this kind of competition under control is through international agreement and some modest progress along these lines is being made.

Industrial subsidies are an important item on the agenda of the multilateral trade negotiations in Geneva: the Americans have been pressing hard for a code which, at the very least, would make the use of subsidies more transparent. In the field of export credit there is a gentleman's agreement among the main exporting countries and, again, the U.S. has been seeking to stiffen its terms: some recent deals, especially in the sale of aircraft and aircraft engines to the U.S., have looked extraordinarily generous.

Another area which looks in need of strengthened international control is the business of attracting inward investment. In a speech in Washington this week Mr. Fred Bergsten, Assistant Secretary for the International Affairs at the U.S. Treasury, called on other countries to start working towards a new set of rules on investment. While "no global crisis" yet existed, Mr. Bergsten said, there had been some "nasty clashes." The implication of his remarks was that unless the problem was tackled soon, competition for foreign investment could become an increasingly dangerous weapon in the trade war.

One case which Mr. Bergsten mentioned was the \$68m inducement with which the Canadians persuaded Ford to establish a new engine plant in Ontario rather than in Ohio. Another was the package of incentives which the British Government offered the Swiss pharmaceutical company, Hoffmann-La Roche, in return for

setting up a new vitamins plant in Scotland. This was regarded as a great entrepreneurial triumph by officials at the Department of Industry; Mr. Bergsten's sour reaction is a reminder that such internal successes can have international repercussions.

The practice is not confined to the industrial countries. In the developing world there is a bewildering variety of carrots and sticks, some of which are of questionable economic value to the countries concerned. Since most of these countries want foreign investment, it is often possible for international companies to play one off against another, but it is not clear who benefits from this action, least of all the taxpayer in the host country.

In the UK there is the added complication stemming from the activities of the National Enterprise Board and the various development agencies in Wales, Scotland and Northern Ireland. These bodies, particularly the regional agencies, have a mixed social and entrepreneurial role.

In some cases they seem willing to take very great risks with taxpayers' money—another form of industrial subsidy. There are obvious national arguments for subjecting this sort of deal to much closer scrutiny, but it would be made easier if, as Mr. Bergsten suggests, there were some internationally agreed guidelines on inducements for inward investment. It is possible to make some progress in bilateral negotiations, and Mr. Bergsten referred to the recent agreement between the U.S. and Singapore, covering investment rules as well as tax matters. But more needs to be done on an international level. Three years ago there was an agreement among the member nations of OECD that incentives to foreign investment should take account of potential damage to trading partners; this agreement now needs to be strengthened and made more specific. Mr. Bergsten's proposals deserve a positive response from Western Europe.

Pay policy now goes naked into the bargaining chamber

BY CHRISTIAN TYLER, Labour Editor

ON THE eve of the TUC's special general council meeting to consider the statement produced by their negotiators and a Ministerial team headed by the Chancellor there was detectable unease, certainly on the Government side, about what would come out of it. In so far as anybody was saying anything—and the secrecy surrounding the negotiations was considerable—they were warning that perhaps more time was needed. Few could have predicted that the unanimous recommendation of the TUC's six negotiators, and the approval, without a vote, of the economic committee would have fallen as they did to a 14-14 vote on the general council a few hours later.

These warnings appeared to reflect Ministerial dissatisfaction with the statement as a whole: a document that was solemn, but not binding, and likely to be denounced as a facelift for the "special relationship" between the Labour Government and the unions in spite of the Prime Minister's promises that he was not interested in cosmetics.

When the agreement was put before the members of the general council on Tuesday similar anxieties were expressed. If Ministers felt the TUC was giving them very little, some of the union leaders felt the Government was giving them even less. When the documents were published that night, they evoked much public comment to the same effect: namely that they would not have made any difference to the winter wage round.

Mr. Len Murray, TUC general secretary, urged his Press conference not to exaggerate the importance of the statement or of its failure. "We didn't see this as the best thing since sliced bread," he said. Yet there was no disguising his disappointment nor the Chancellor's acute embarrassment that the concordat had fallen at the final fence.

The shock of failure was perhaps less obvious at Congress House. At Westminster it has been considerable, and for all the talk of letting the dust settle before trying again, Mr. Healey accepted yesterday that the TUC just does not want to re-open talks on this particular agenda. The first reaction at the House of Commons was that the Government had been side-swiped, suffering possible future electoral damage in the process; after all, one of the strongest cards in the Labour Government's hand has always been its ability to "get on with the unions."

Mr. Callaghan himself has the advantage that he was not involved in the talks after the first encounter: he was to have

Mr. Alan Fisher's low-paid manual workers in the National Union of Public Employees. Fisher voted against the statement.

Again, the Government will find it less easy now to justify withholding sanctions against companies that pay over the odds: if the statement had gone through it could have pointed to that message which said: "In considering discretionary action the Government will take into account the price consequences of that settlement as one relevant factor."

In practice Ministers have already shown latitude, for instance when last year's Ford settlement was allowed through, partly on the grounds of the company's profitability. But the statement would have put these considerations on the record, establishing the price effect of wage bargaining as a central feature of the guidelines.

Agreement or no, the pressure this year could force the special Cabinet committee on pay to grant further dispensations, even when a "special case" as provided for in the White Paper has not been made out. The settlement at Vauxhall Motors, of 8.5 per cent plus productivity payments ranging up to £10 a week will be only the first test of Government resolve. Ford Motor's settlement cannot be far off. Scottish road hauliers, threatened with a strike if they do not go above 5 per cent have been told that the Price Commission will use its controls to restrict haulage rates if they give in. These negotiations are setting the pace for 500,000 drivers throughout Britain who have claimed 20-30 per cent. British Oxygen workers have been offered 8.9 per cent, linked to higher productivity. The miners will later this month formally enter their claim for 40 per cent, the increase to run for only eight months from March next year, and Mr. Joe Gormley has said there is "no chance" of 5 per cent being accepted. Power workers' delegates meet today to draw up their claim: whatever they decide they will not ignore what the miners are doing, nor be short of envy for the miners' bonus payments which some of them see as quite undeserved. The fact that the unofficial shop steward committee in electricity supply has called for a "substantial" increase, without putting a figure on it, was seen as a hopeful sign by Mr. Frank Chapple of the electricians who does not want a fight with the Labour Government.

Despite the rumblings and the big pay claims—not to mention the extraordinarily precipitate strike called by the Bakers Union in spite of an 11 per cent pay and productivity offer—em-

Licence for militants

There could be real repercussions on the shop floor, where the TUC's decision will be read by the militants as licence to bargain for all they are worth. Mr. Murray does not think that there will be an explosion. "I don't see British industry going up in smoke," he said after the general council meeting. But he did admit that there would be more "aggravation" on the industrial scene than there would have been had the proposed guidelines for negotiators been accepted. By the same token, those who forecast almost the moment the 5 per cent policy was unveiled that Britain was in for a "winter of discontent" will have no reason now to change that view.

If the statement had been adopted, it would have legitimised Government relaxation of the policy in some important cases. Most obviously, public service workers—and there are over 12m of them hitherto to a 40 per cent pay claim with contingency plans for joint industrial action—would have been able to argue "comparable earnings for comparable work." The Government, said the statement, was prepared to recognise special increases for some groups provided they were staged increases. In other words, the Government was making explicit its readiness to find a safety valve if confronted by



After the "no" vote: the Chancellor and Mr. Roy Hattersley, the Prices Secretary, face pressmen on Tuesday evening, while Mr. Len Murray (centre left) looks on at his Press conference the same night. Leaders of key unions in this winter's wages bid include Mr. Moss Evans of the Transport Workers (centre right), Mr. Alan Fisher of NE (bottom left), mine workers' president Mr. Joe Gormley (bottom centre) and Mr. Gormley of the EPTU.

player organisations report an unnatural lull this year. Large numbers of workers are holding back. In engineering, for instance, the Ford negotiations seem to have frozen many smaller companies' negotiations.

Endorsement of disputes

Elsewhere, the TUC Government discussions seem to have persuaded employers to wait and see. With the Ford talks going again and the TUC talks finished, things may start to move rapidly in the next few weeks. At the same time, the level of strike activity appears to be higher than at this time last year, when the same delays were noted, the same pay breaches occurred, but the pay round settled down fairly smoothly until the firemen burst out with their first national strike and became the first big "special case" of Stage Three. Three of the big unions confirm that they are receiving more re-

quests for official endorsement of disputes than last year. Settlements are few and far between, but of those reported to the CBI the great majority are said to be consistent with Government policy. It may be, of course, that companies which have paid more are just not reporting the fact.

The industrial implications of Tuesday's vote at the TUC have yet to be seen. Even when the round is over and the final earnings figures computed, it should be judged not against the 5 per cent limit but the unofficial 7 or 8 per cent "target" zone—one will be able to say with any confidence what might have happened had the TUC's guidance to negotiators been adopted, but there are one or two obvious casualties already. First, the TUC's influence on Government policy—making has been weakened, as Mr. Murray has said. Employers will not be upset about that. Secondly, the further mapping out of Con- gress policy on "normal and responsible collective bargaining" has been stifled. This will leave utterly dismayed

be seen by some of the greatest loss of opportunity to encourage the hard bargaining against the disclosed financial circumstances of individual enterprises than bargaining—across national, going to, or Government-determined.

Finally, the form of collective bargaining the Government hoped for—for which the Conservative Party and CBI have set up models already—may be considerably postponed. The TUC and Labour Party are committed to seeking "broad understanding" on each year, and no doubt it will be discussed again, but climate now looks most unpromising. Opponents of wage restraint making has been the discussion of a period in said. Employers will not be upset about that. Secondly, the further mapping out of Con- gress policy on "normal and responsible collective bargaining" has been stifled. This will leave utterly dismayed

MEN AND MATTERS

Ferranti sniff Arabian ether

BBCI had some unusual viewers the other day—a group of engineers in Cairo. The European Space Authority's experimental satellite, OTS, had been twisted in their direction in an attempt to encourage the Arabs to buy one of their own. But there were fewer viewers than expected. The Sadat-Begin talks led most countries due to share the so-called Arab-Sat with Egypt to boycott the demonstration. I learnt from John Penney the new managing director of Ferranti's microwave division.

Ferranti is hoarse to sell the Arabs their small satellite receiving station. But Penney foresees some problems. With Arabs at odds both on land and in the ether it is questionable how they can agree in space. In any case, Penney fears that the U.S. is likely to win the contract. "The UK is traditionally out-manoeuvred and it is interesting learning how and why," he says in explanation for his last few years as group marketing manager of Microwave Associates, the UK subsidiary of the U.S. firm MACOM.

He is discreet about what exactly are the "how and why," but is revealing about the curious new world of micro-waves. It is, it seems, almost a family affair. The main competitors all sell one another parts and the best engineers in the world are few and all know each other.



"I'll be with you as soon as I've got the manager's foot out of his mouth!"

Some of the who

Are journalists any different from anybody else? Should some expect to hide details of their own life while they fearlessly expose the doings of others? Our opinions, it seems, are divided. Of the 600 people approached for the Who's Who in Financial Journalism only 230 provided details of themselves. But the rest are listed and the book should "take away the mystique of public relations companies which are paid huge retainers merely because they know a few journalists."

So I was told by Roddy Dewe and Nico Rogerson, publishers of the guide—and themselves PR men on the corporate level. They plan to make their slim volume an annual one with the odd pages of updating. These are going to be necessary if the rapid changes in the editorship of Victor Matthews'

forthcoming Financial Weekly are any indication.

Richard Milner of the Sunday Times had been due to take the helm, an addition to Who's Who in Financial Journalism informs us. But this is already out of date. Bill Davis, editor in chief of the Financial Weekly, tells me they have had second thoughts as Milner wanted "a huge staff of 40-50 writing journalists." "As long as we have some staff," is the wistful comment on this from Michael Blandon of the Financial Times, who is now to edit the new publication.

Family fanfare

The Incredible Bulk of penicillin is bursting from the cover of the latest issue of St. Mary's Hospital Gazette, scattering germs before it. Yet for all penicillin's value—Churchill once described the lives saved by it as one of the three vital factors contributing to the Allied victory—the 50th anniversary of its discovery is passing virtually unheralded. In wheat is almost a comment on our times. Mickey Mouse has had his 50th birthday fete in Britain while the first of all antibiotics has not.

St. Mary's, where Sir Alexander Fleming made his discovery, has mounted a small exhibition for the occasion and is holding what its Medical School secretary, Keith Lockyer, describes as "family celebrations."

"We made the 25th anniversary a massive fund-raising occasion. Now we want to delay until our rebuilding plans are clear and we can make a general appeal based on our record." St. Mary's, whose Paddington buildings date back to 1854, has been "effectively condemned for fire and structural reasons," Lockyer tells me. However, 8,000 miles away Mauritius has considered the shy Scot's discovery sufficiently important to issue a set of four

stamps. Had the Post Office considered doing the same? "Oh, penicillin was included with radar, the jet engine and television in the British discoveries series of 1967." But maybe we will record the 100th anniversary of Fleming's birth in 1981.

Short shrift

Renee Short, Labour MP for Wolverhampton North-East, can draw some consolation from the fact that she is not alone in having to eat humble pie about Aims, formerly Aims of Industry. In the High Court yesterday she swallowed her words about Aims being a "hanger on of fascist groups" and agreed to pay costs, following in the distinguished footsteps of Anthony Wedgwood Benn ("sincere apologies," 1974) and Sir Harold Wilson ("It is not the case that Aims of Industry have ever contributed any money to the Tory or any other political party," 1969). This last is thought to have been the first time Wilson, not a good loser, donned sackcloth and ashes.

Aims' director Michael Ivens tells me he is not certain how much its latest unwilling contributor will be paying. "On this occasion we have not sought damages," he says with the generosity of the triumphant. "That doesn't mean we won't in future. Others may not get away so lightly."

Happy hawker

A colleague tells me that while visiting an elderly aunt last week he was about to comment on the number of carpet sweepers around the house when there was a knock at the front door. His aunt answered it and was greeted by a young man with a carpet sweeper under his arm who smiled charmingly: "Well, Miss Tansley, here I am again!"

Observer

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Contact James Pollock,
Industrial Development Manager,
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مكتبة الامم المتحدة

ECONOMIC VIEWPOINT

The case for the Italian band

THE EUROPEAN Monetary System will not go away in 1979, even if it starts without the UK and perhaps without Italy as well. The Government's remaining outside the system will be pledged to continue negotiations on outstanding problems with a view to eventual entry. The British Government has already accepted the principle of the EMS and will be expected to negotiate in good faith.

There are undoubtedly those in London (and even Paris) who hope that France will have to leave the new system, as it did the earlier enlarged "snake," thus demonstrating its unworkability. But it would be rash to count on the French obliging in this way. There is a real chance to put it no higher—that the Giscard Government will stick to its new economic policy and remain a member.

Moreover, the economic performance of the UK will be compared all the time with that of the EMS countries. No greater mistake is possible than to imagine that staying outside will allow the British authorities to go back to the demand management policies of the 1950s and 1960s—aimed at spending ourselves into full employment—with perhaps import controls thrown in as well.

The Prime Minister and Chancellor are aware that turning their backs on the European Monetary System is not a soft option; and indeed their policy seems directed at maintaining a higher sterling exchange rate outside it than would have been likely inside. They do not need to be told that a strong pound is the best effective barrier against inflationary wage rises in the corporate sector.

Where however they have not

been as wise is in the questions they have chosen to emphasise for discussion with the likely EMS members. The British have a strong case on the unfair and growing burden of the transfers through the ERM Budget. But this is a narrow and is not so very relevant to the exchange rate system. The emphasis given by the UK to the credit mechanism to meet so-called swings in the balance of payments is also exaggerated. Such credits can at best postpone exchange rate changes which become all the more disruptive for being delayed. Nor is the continued harping on symmetry of obligation of strong and weak countries helpful. In practice it is becoming just an attempt to press the Germans to inflate more than they would do otherwise.

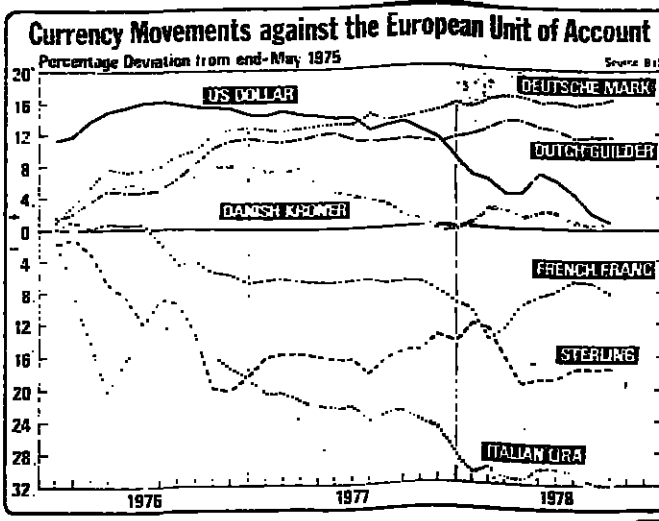
The Italian Government tends to side with the British on these negotiating points as does the Irish. But instead of just sticking to the familiar treadmill, the Italian authorities have also come out with another idea which would provide a transitional formula for countries unwilling to take on the full obligations of membership immediately. This is for wider margins than those planned by the hard core of existing snake countries plus France who are already committed to EMS.

This proposal, if interpreted in the right way, would provide a moving band for the exchange rate. It would in fact serve UK interests extremely well. Even at this late hour the British Government should be asked to think again about its outright rejection of the idea for a wider band could provide a formula by which the UK and Italy could both join the EMS honourably—and the Italian Government is increasingly reluctant to join

without Britain. Even if it is too late for this, the formula could provide a working rule for a transitional exchange rate policy outside the EMS with the aim of eventual membership.

The EMS scheme agreed in Bremen follows the existing snake. Neither the strongest nor the weakest currency may move more than 2.5 per cent away from the central rate established between them, thus giving a total band between the two of 5 per cent. The Bremen communiqué mentioned that countries outside the present snake could opt initially for wider margins. The Italians proposed 8 per cent on either side of the central rate. The Germans and the French have agreed to a margin of 4.5 per cent—giving a band with a total width of 9 per cent—for a transitional period of three years. There might be intervention earlier on related to the distance of the outlying currency from the average established under the European Currency Unit (ECU) formula. But there would be no commitment to defend parties until the limits of the band had been reached.

There is sufficient room for manoeuvre here for any country not bent on a violent monetary explosion. A further appreciation of sterling is neither likely, nor is it an aim of UK policy, which is to minimise depreciation. It would therefore be sensible for the UK to fix its "central rate" for sterling well below the market rate, while still remaining within the band. For instance, the central rate could be fixed 3.5 per cent below the market rate. In that case sterling could depreciate by up to 7.5 per cent against the mark or appreciate by 1.5 per cent, with-



Percentage Deviation from end-May 1975

out having to change the official parity. One great advantage of such a wide band is that the exchange rate could for all intents and purposes continue to float, whether "cleanly" or "dirty," during the transitional years. Parity changes could be made within the band itself, and without affecting the market rate. There would be thus neither a one-way option for speculators, nor the need for the Government to choose new parties on the basis of fallible and controversial economic forecasts. All that would be required would be occasional announcements of new central rates before the market rate approaches the permitted margins.

The case for this moving band depends on it being a transitional system en route to a commitment to the narrower EMS margins and eventually a genuine European monetary union. The basic argument for it is (a) that

there is no lasting gain to output and employment and quite probably a loss, from following inflationary policies; but that (b) there would be a large transitional employment cost if there were to be too abrupt change from a UK monetary policy geared to an inflation rate of about 8 to 10 per cent, to one geared to a German target of 3 per cent—which is the French Government's private inflation target for end-1979.

The essential accompaniment of a moving band would be a series of declining annual monetary targets over a three-year horizon to reach a level low enough to accept full EMS obligations and to do so without handing on the Germans to inflate. Without such policies one would only be using the moving central parity to deceive ourselves. But with the internal monetary accompaniment, wider bands have a great advantage over the suggestion frequently

made of a predetermined downward crawl. Such a crawl presumes an ability to predict appropriate exchange rates which forecasters simply do not possess, whether they look at money supply or international labour cost differentials. Wider margins operated in the way I have suggested would provide for a permissive crawl by means of changes in the central parity; but there would be no pre-announced path for the exchange rate.

Unfortunately the lack of official British interest in a moving band appears to overlook the fact that an element of hurt would be put into a second league or peripheral group alongside the Italians. Nothing could be more inappropriate. It could just as easily be argued that wider margins reflect the special position of sterling as an international currency affected by other considerations than pure cost comparisons. But prestige language is best avoided altogether. There is now a common Anglo-Italian economic sickness. When there is just as big a question mark over whether an aircraft will be allowed to take off from Rome and whether it will be allowed to land at Heathrow, neither country can afford superiority feelings at the expense of the other. To the post-war British generation the British Empire is as much a thing of the past as the Roman Empire to present-day Italians.

The crucial question is the less glorious one of whether Governments would have the honesty to move the bands in good time if the market exchange rate began to approach the limits; and whether they would be content to influence the sterling rate indirectly by monetary policy rather than by

intervention, borrowing and controls. Apart from the crisis of confidence in sterling and the lira in 1976, a moving band of 9 per cent would have been sufficient to accommodate most of the ERM exchange rate movements that actually occurred; and the general desire is to avoid another 1976.

QUITE APART from the special difficulties of Britain and Italy, there is a separate threat to the cohesion of even the hard core of committed members. It is the impact of outflows of funds away from the U.S. dollar.

Such outflows do not affect Community currencies uniformly, but move differentially in favour of the Swiss franc which is outside the Common Market, and the German Mark which is inside. In times of dollar weakness the Mark tends to appreciate not only against the dollar but against other Community currencies and he an amount larger than justified by inflation differences. This at any rate is what the Germans believe, and is one of their main motives in setting up EMS.

The mere announcement of "fixed but adjustable" parities in the new system will not, however, be sufficient to prevent the Mark appreciating in this way. Who should an international trader or an OPEC holder give up his preference for the Mark simply because an EMS of prophetic duration has been announced?

He suggests that deposits denominated in the terms of the ECU "basket" of currencies should be available to holders of funds outside the Community. Such deposits, or longer-term securities, would guarantee for instance, OPEC members, against fluctuations in the relative value of any one Community currency, although not of course against fluctuations of the value of the basket itself.

By itself an ECU alternative for reserve holders would increase pressures on the dollar. It would therefore be a good idea to introduce at the same time a "substitution account" in which non-Community holders of dollars could exchange them for ECUs. Such an arrangement has of course often been proposed in the IMF under which dollars would be exchanged for SDRs. Neither method would be black magic. U.S. debts would simply be transferred from existing holders to an international group. The terms on which the new owners would continue to hold the debt would be a matter of negotiation with the U.S. authorities; but there would be presumably an understanding that would make these holdings more stable than existing dollar balances.

An imaginative offer of this kind would be a contribution both to the dollar problem and to the tendency of the Mark to appreciate by amounts which German producers consider excessive. This is an immediate rather than a long term matter and will have to be tackled irrespective of who exactly is in the EMS on Day Number One.

* European Monetary System: The "Main Issues" after Bremen, that of Community currency, that of Community currency, that of Community currency, that of Community currency.

Samuel Brittan

Letters to the Editor

Mediaeval solutions

From the Managing Director, Donald Jacob Associates.

Sir—The King sent proclamation into all counties that reapers and other labourers should not take more than they had been accustomed to take under a penalty appointed by statute. But the workers were so uppy and obstinate that they would not listen to the King's command, but if anyone wished to employ them he had to give them what they wanted to satisfy their lofty and covetous wishes or lose his fruit and other crops.

"And when it was known to the King that some had not observed his command, and had given greater wages to the labourers, he levied heavy fines on abbots, priors, knights and other great folk and small folk."

For "The King" substitute Mr. Dennis Healey in this description of the wage freeze—wage explosion—government sanction cycle, by Henry Knighthorn, a mediaeval chronicler writing of an inflationary period 800 years ago following the Black Death in 1348. While present solutions do not appear to have altered significantly let us hope that they will be followed, as previously, by "100 Year War" with the EEC, Donald Jacob, James Close, small towns, irrogate, Yorks.

The plight of landlords

From Mr. H. Spence

Sir—The plight of private landlords has been highlighted by Mr. R. Jensen's letter (November 9) who mentions that many of this group are "imprisoned" in old age pensioners. I could however submit that with few exceptions private landlords do not fall within this category of citizen and their situation is not such that requires government financial assistance. A great many landlords of controlled tenancies comprise investment companies and wealthy individuals who have purchased at prices which wholly reflect the fact that they are subject to controlled tenancies in the region of 25-40 per cent of vacant possession value, the precise figure often sadly dependent upon the age and life expectancy of the sitting tenant. The uneconomic initial return upon the investment is more than compensated by the massive increase in capital value when vacant possession is obtained. H. J. Spence, 7, Hood Avenue, SW14.

Nuclear power

From Mr. R. Mulholland

Sir—Rather than exception to your "objection" of November 7, you argued that greater public education is needed to win over support for nuclear power programmes.

While the nuclear physicist is obviously the better-informed in this subject how is he to be "educated" in the "biological and ecological" aspects of the "nuclear age"? Should be placed in perspective too. Perhaps the nuclear power is the greater fanaticism driven by career aspirations or anxieties to dismiss facts

provided by other scientists who have looked at the terrible effects of nuclear contamination on life-forms—again, biologists and ecologists.

Another editorial could more credibly be written for you, suggesting that more public education on the effects of nuclear contamination would cause the public to be more realistic, even cautious, about nuclear power. That, at least, would be responsible journalism. Richard Mulholland, 24, Redding Village, (Islington, N1).

Converted back to inches

From Mr. R. Farrell

Sir—As managing director of an engineering company which went metric—as far as it could in an Imperial environment—the rest of UK engineering would quickly follow suit. I am disappointed to find no such thing has occurred with a vast range of companies.

The reason is not principally that most of the machinery is not metricated: it is that the management, engineers and workpeople don't understand the logic of the metric system and therefore fail to see its advantages. Many drawings are issued in mm, for example, but frequently these dimensions are converted to inches before work proceeds. This process is time consuming, absolutely non-productive and, worse, likely to lead to sometimes catastrophic mistakes.

The Metrication Board has failed, in my opinion, to explain clearly, simply and quickly to the people of this country, as we did to our workforce some eight years ago, how the metric system works, and what are its advantages. Even the introduction of the pocket calculator hasn't brought progress. How, might I ask, does Mr. Justin Brooke (November 11) calculate multiples of 14 lb 31 oz without metricating it?

R. J. M. Farrell, Whitely Reed Cottage, Sande Lane, Antrioch, Northwich, Cheshire.

Drifting along

From the Chief Information Officer, Metrication Board

Sir—Mr. Brooke (Nov. 11) suggests that but for the Metrication Board this country "would drift quietly back to the measures it has used over the centuries."

This unrealistic view totally ignores the fact that metric is the language of the bulk of world trade, science and technology. The Board believes that our national interest will be best served by completing our transition to the metric system.

The indications are that the requirement to produce and market goods in metric will be fully met by the end of 1980, and it is now.

Ron Mayes, 22, Kingsway WC2.

Metrication and schools

From Mr. A. Bruce

Sir—There is no need to rehearse the arguments advanced in your columns by Mr. Lucas (10th 31) and modified by Mr. Brooke (Nov. 11).

There is, however, a further commitment to metrication which is rarely mentioned in public debate. By the end of the 1980s most primary schools

had switched to metric measures. In 1971, according to the Educational Publishers Council, most school books had gone metric. By 1976 all GCE and CSE examination boards had gone metric in almost all subjects. The changes in their timetables were related to the metrication programme and its associated deadlines. Regrettably these deadlines have not been met, so school children, as consumers, must learn metric measures at school. We often hear that schools do not respond to the needs of a changing economic system. In this instance, the schools have responded to anticipated change, and the economic system—particularly retail trade—has lagged.

There are certainly criticisms to be made of the metrication programme. Two years ago an American survey compared metrication programmes in five advanced countries, and concluded that the United Kingdom offered an example of how not to metricate. Metrication here has been dilatory and piecemeal, and it has become politically controversial. Deadlines have often been postponed. Australia, New Zealand and Canada, which embarked upon metrication after the UK, have advanced further, although they all have less trade with metric countries.

These are not of course criticisms which Mr. Brooke can make.

Mr. G. Bruce, 39 Harold Road, Hareline, Dartford.

Thirlmere and Haweswater

From the Chairman of the Recreation Sub-committee, North West Water

Sir—Readers will be seriously misled by the inaccurate reference to Thirlmere and Haweswater in R. S. Campbell's letter (November 10). He referred to a "ordon sanitaire" around the lakes and that less than one per cent of their yield was for drinking and 80 per cent for industrial cooling.

The bulk of water taken from these sources is for domestic use. It is estimated that less than one per cent of the remainder supplied to industry is used for cooling because it is not the water authority's policy to provide such services for cooling and industrialists, with an eye to economy, have developed other methods, including recycling.

The "ordon sanitaire" is a myth. Around Thirlmere there are nature trails and picnic and parking spots. There is public access in large areas of its catchment (we even have public open days at our farm there). More appropriate "opening up" developments are planned. There is no recreation on the water itself because supplies from this source developed 80 or so years ago—receive minimal treatment. A treatment plant is in the programme and once built, recreation will then be possible on the lake itself. It is this which the Lakes Planning Board wants.

Haweswater's catchment is also open to the public and modern treatment facilities mean that, as far as the water authority is concerned, appropriate recreation can take place on the water—again if this complies with the planning board's wishes. There have been moves on this in past years. Now the authority is advancing joint planning by those concerned—including the Sports Council—for this particular water.

Much has been done and ground waters in the north-west, and reservoirs have now been categorised in terms of those "lines of defence" to safe-

guard public supplies, and with this in mind to indicate possible access and recreation.

"Can nothing be done?" your correspondent asked. Of course it can and where possible, we are doing it.

R. A. Parkin, Dacorum House, Great Sarkey, Warrington.

Unearned income

From Mr. T. Corbridge

Sir—As an expatriate working in Hong Kong with an intention eventually to return to the UK, I decided recently to arrange some prolonged disability insurance so that if I was disabled and had to return to the UK in somewhat straitened circumstances I would not become a charge on the Welfare State.

I was surprised (although surprised, as an expatriate, in which I suppose I should not indulge when considering the attitudes of the Inland Revenue) to discover that any benefits paid under such a policy are taxable. And further they are taxable as unearned income.

I wonder what it is that makes New Zealand and Canada, which attempt at self-help the target of its most pernicious impost? And indeed I wonder whether the UK is really a desirable place to which to return.

T. P. Corbridge, Hong Kong Telephone Company, Prince's Building, Hong Kong.

Lapses in life

From the Secretary, British Insurance Brokers' Association

Sir—Mr. James (Nov. 6) does not seem fully to understand the purpose of the British Insurance Brokers' Association reply to the Office of Fair Trading.

Neither the BIBA nor the Life Offices Association has said that high lapse ratios are acceptable. The point made was that the life insurance industry—both insurers and insurance brokers—have already taken considerable steps towards informing and protecting consumers on a wide range of matters including the question of surrendering life policies and that these steps had not apparently been acknowledged in Mr. Burke's Press statement.

BIBA has made considerable progress in the advancement of the interests of life insurance brokers through information, educational and training programmes and in giving help and advice to consumers. Mr. James simply dismisses this progress and the efforts of the change to promote retail commission and the publication of the order of conduct by insurers and the Insurance Brokers' Registration Council, and this does him little credit. As he should be aware, under the IFP code of conduct, brokers are bound to place the interests of their clients above all other considerations. The lack of increasing public awareness of what is involved in taking out a life assurance contract is not helped by resorting to criticism on matters long ago recognised and which have led to action being taken in their respect.

The BIRA is totally independent as a responsible part of the industry. We serve the interests of consumers and if important questions arise, then we should not hesitate to do so.

Alan Teague, Farnham House, 130, Fenchurch Street, EC3.

Today's Events

GENERAL

Mr. Denis Healey, Chancellor of the Exchequer, speaks at TUC industrial strategy conference, Grand Hotel, Birmingham.

British Shipbuilders' corporate plan unveiled at Shipbuilding conference, Newcastle.

Mr. Harold Lever, Chancellor of the Duchy of Lancaster, speaks on small firms policy to Association of Independent Businesses, World Trade Centre, London.

Mr. Peter Shore, Environment Secretary, Mrs. Indira Gandhi, and Lord Carrington, at Indo-British Association annual dinner, Royal Garden Hotel, London.

Kirkby Manufacturing and Engineering Workers' Co-operative meets to consider take-over by Worcester Engineering.

Financial Times two-day conference "Business in Mexico" opens in Mexico City.

Canadian Budget Day.

Mr. Harold Lever, Chancellor of the Duchy of Lancaster, speaks on small firms policy to Association of Independent Businesses, World Trade Centre, London.

Mr. Peter Shore, Environment Secretary, Mrs. Indira Gandhi, and Lord Carrington, at Indo-British Association annual dinner, Royal Garden Hotel, London.

Kirkby Manufacturing and Engineering Workers' Co-operative meets to consider take-over by Worcester Engineering.

PARLIAMENTARY BUSINESS

House of Commons: Estate Agents Bill, second reading; Motion on the Assistance for House Purchase and Improvement (Variation of Subsidy) Order.

House of Lords: Forestry Bill, second reading; Counter-Inflation Price Order 1978. Debate on National Parks.

COMPANY RESULTS

Final dividends: Kwik Save Discount Group, Lmg and Hambly, LWT (Holdings), Northern American Trust Company, Scottish Cities Invest-

ment Trust, Selection Trust, Interim dividends: Boots Company, Braby Leslie, P. Panio and Co., Valor Company, Wilton Investment Company, Interim figures: Hield Brothers, Royal Dutch Shell, Royal Insurance Company.

COMPANY MEETINGS

National Electricity Supply Corp., 11 Southampton Row, W.C. 2, Fenchurch Park, Rag Lane, Atherton, Manchester, 11 Schröder Prop. Fund for Pension Funds and Charities, 130 Cheapside, EC 4, 11, Sinfar Beehive Milk, Alverthorpe, Wakefield, 12 Trafford Park Estates, Midland Hotel, Manchester, 12, Westminster and County Prop., Grosvenor House, Park Lane, W. 12.

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COMPANY NEWS

Chloride jumps 68% to top £12m at halfway

ON SALES up 24.6 per cent to £108.81m, profits before tax of the Chloride Group advanced 68 per cent from a depressed £7.22m to £12.1m in the six months to September 30, 1978.

And Sir Geoffrey Hawkins, the chairman, says the year's performance for the group as a whole should exceed last year by a reasonable margin.

Sir Geoffrey explains that the first half last year was heavily influenced by strikes in the UK and Australia and management problems in the U.S.

Pre-tax earnings per share are shown at 8.5p (4.8p) and 4.3p against 2.7p net. The interim dividend is raised from 1.34p to 1.5p and the third interim of 0.0575p for 1977-78 which was declared following the tax reduction will now be paid with the current interim on January 8.

Last year, the total dividend of 5.137p (not including the third interim) was paid on pre-tax profits of £23.07m.

Sir Geoffrey says the first half produced a good performance by the UK companies, especially in industrial batteries. In Europe, markets remain highly competitive, but we are continuing to gain market share.

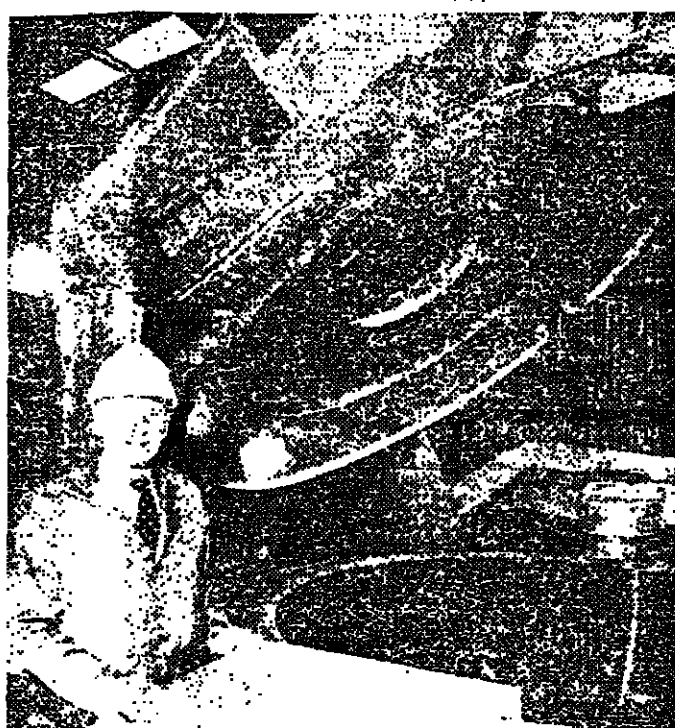
In the U.S. there had been an overall recovery. Results from the automotive division were encouraging but results from the industrial and systems divisions were still disappointing.

Generally, the group is doing well in volume, but margins are under pressure in many of the group's major markets, he adds.

Performance for the group in the full year is dependent on the general economic climate in the UK in particular and upon continued growth in the world economy.

"We still have problems in the U.S. and Australia and recovery is slower than we anticipated," he says.

The price of lead, the group's main raw material, tends to be volatile—between July and October it rose from £20 to £420 per tonne. However, even if this rise of £100 per tonne is maintained, existing levels remain well within published limits and there are



Sir Geoffrey Hawkins, chairman of Chloride, seen examining one of the six new 30-ton refining pots in the group's lead smelting works at Abbey Wood in South East London. They are part of a smelting and refining complex just completed at a cost of £1m of which £500,000 is for environmental control equipment.

adequate financial facilities, the chairman says. Capital expenditure at £10m during the first half was almost identical with that of the corresponding period last year and the figure for the full year is likely to be similar to last year's.

In September, Chloride Granley was sold to RCA for £2.8m cash, giving rise to a profit of £1.5m, shown as an extraordinary item in the accounts.

This followed a review of the group's strategy in the systems field and a decision to concentrate resources on the manufacture and

distribution of standby and fire alarm and protection systems, rather than on installation and service.

The insurance group has not found the expected increase in its overseas earnings, and falling results of the group for the half-year to September 1978 are below those in the same period last year.

In addition, the board does not expect the combined profits for the year to the end of March, 1979, to equal the record taxed profit of £1.08m in 1978—despite the present turmoil in the financial market, which may benefit the banking side.

It adds that the particularly favourable opportunities enjoyed by the banking group in the foreign exchange and security fields in 1977 were not repeated in the first half of this year. Other areas remained active, but demand for credit is still slack.

Little change for Wight Construction
Pre-tax profits of building and civil engineering contractors.

The insurance group has not found the expected increase in its overseas earnings, and falling results of the group for the half-year to September 1978 are below those in the same period last year.

The interim dividend is lifted from 4p to 4.5p, plus a deferred final dividend of 0.08p for the year to the end of March, 1979. The board intends to recommend the maximum permitted dividend for the year.

The Board says the higher turnover is largely due to the completion and finalisation of several old contracts. But profits have been affected by losses on some current contracts due mainly to poor building weather since the start of the year on the construction subsidiary's work in progress.

Pre-tax profits for the whole year, says the group, will not be significantly different from that of last year's £572,643.

HIGHLIGHTS

The massive £32m rights issue from Beecham came as a surprise to the market given the big cash element in the last balance sheet but the company claims the proceeds will be used in the UK where capital spending is being stepped up. First-half profits at Beecham are nearly £5m higher but over half of this is due to the elimination of losses sustained in last year's strike. The third quarter results for Woolworths show a dull profits performance reflecting squeezed margins and the outcome for the year hangs on the vital Christmas period. Third-quarter figures for Phillips are also dull this time reflecting adverse currency movements. In contrast General Accident turned in a strong third quarter and for the first time in four years there is an underwriting profit at the 9-month stage.

ISSUE NEWS AND COMMENT

Talbex withdraws: Hoskins seeks £0.3m

BY TIM DICKSON

TALBEX, the diverse industrial group with Arab backing, has pulled out of big talks with Birmingham-based Hoskins and Horton.

Last night Talbex revealed that it has sold its 22.9 per cent stake in Hoskins "following the failure to agree merger terms."

At the same time Hoskins announced that it is raising £16.0m by a rights issue. The company also intends to double its dividend for 1978 while the directors have forecast for the same period profits before tax, including exceptional items but excluding extraordinary items, of not less than £340,000 (£297,483).

Hoskins' share price was suspended on Monday at 10.5p but dealings will be resumed today.

Terms of the rights issue are an ordinary 20p share at 12.5p, which will be underwritten by the company's financial advisers, Morgan Grenfell.

Hoskins has not approached shareholders for new capital for at least 50 years but the company says the issue will "further strengthen its financial position, augmenting its capacity to meet growth in demand for its products in the UK and overseas."

On current trading, Hoskins reminds shareholders that the interim results to June this year showed a substantial increase over the same period of 1977.

Managing director Mr. James Lloyd yesterday reported that the company's hospital equipment manufacturing operation had a full order book both at home and overseas.

The building materials side, although less dramatic, starts from a stronger base and is also going along well.

Talbex director Mr. Peter de Savary, also joint managing director of the Bahamas-based Artco Bank which 30 per cent of Talbex, said yesterday: "It has been an abortive exercise. The other side did not see our point of view and wished to remain independent from anyone."

"If we had gone ahead we would have had to bid more than was justified while the takeover would have been contested. I think we would still have won but we would have also been opposed by the employees."

Talbex also announced yesterday that the gross profit (including

dividends) resulting from the sale of the Hoskins take will be split between Talbex and Artco.

These shares were originally acquired by Artco and passed on to Talbex at 13.5p per share. Talbex has sold the stake at 10.1p but under the arrangement its gross profit will be in excess of £90,000.

Mr. de Savary said Talbex was still looking at companies which had a strong UK manufacturing base and export potential, particularly in the Middle East.

He said the Talbex-Artco links were "more solid than before" and Artco would continue its policy of providing support, advice and financial backing to Talbex.

Referring to the Hoskins saga, he added: "We have learnt a hell of a lot."

Dealing in Talbex shares, which were suspended on Monday at 13p, will also resume today.

comment

Right from the outset Hoskins and Horton fiercely resisted takeover approaches from Talbex. Now, following rumours in the market last week, the bid has finally broken down with Talbex wisely retiring to lick its wounds.

One way or another, the company is lucky to have found such a willing buyer for its stake in Hoskins and the doubled dividend promise from Hoskins indeed looks timely.

Nonetheless, a serious blow has been struck at the Artco strategy to acquire UK companies through a quoted investment vehicle and the next moves on the front will certainly be interesting.

While Hoskins is understandably taking advantage of its buoyant share price to raise capital, Borrowings are currently little more than a quarter of shareholders' funds but the company says the proceeds will help finance spending on fixed assets. Hoskins has a steady, if unspectacular, profits record but after last year's setback (due to Health Service cuts) trading appears to have recovered well. At the suspended price of 10.5p the ex-rights price is 9.7p and the yield 8.4 per cent.

The directors also point out that there are no stockholders which increased costs during the first nine months.

The pension plan involved an increased cost this year of £2m due mainly to the pension introduction from April 1, 1978.

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Underwriting profit in third quarter boosts GA

A THIRD quarter underwriting profit of £3.4m, the highest since the business of General Accident was more than sufficient to eliminate the first half deficit of £5.6m, and the group reports an underwriting profit of £0.5m at the nine-month stage. The rise in investment income over the period to 26.3m, the pre-tax profits of the group nine months 38 per cent rise after nine months from £47.7m to £66.2m.

Mr. David Blaikie, chief general manager, said yesterday that, as anticipated at the half year, an improving underwriting trend in both the UK and U.S. had continued through the third quarter to produce an underwriting profit for the first time in four years.

He felt that present indications were that this advantage could be held during the rest of 1978.

Net written premiums received over the period advanced by 10.3 per cent from £505.5m to £566.7m. This was in line with expectations and if the effects of currency fluctuations are removed the underlying growth rate was 12.4 per cent.

In the U.S., which accounts for 40 per cent of GA's business, an excellent third-quarter produced an underwriting profit of £2.5m and resulted in a profit over the nine-month period of £1.1m for the corresponding period. An operating ratio of 93.32 per cent in the third quarter improved the annual figure to 92.3 per cent, three points to 92.31 per cent, compared with 107.15 per cent last year.

The property account in the U.S. increased to profitability, while the motor experience continued to be good. Workmen's compensation of the year remained stable, continuing to deteriorate steadily until the end of the year. The UK account also recorded a good third quarter with an underwriting profit of £0.5m, which reduced the losses at the nine-month stage to £0.5m, from £5.6m at the half year.

The effect of severe weather conditions in the first quarter. The UK account is the largest motor insurer in the UK and its large after-accident account is now showing a satisfactory third quarter. The effect of the premium increase in February is now showing strongly. But it is still an excellent third-quarter experience, a higher claim rate frequency and another rate increase is almost inevitable.

All other classes of business in the UK benefited from this, proving trend and were in profit at the nine-month stage, with the exception of homeowners' account. Here the experience although better than the third quarter remains adverse. The company is proposing to increase its premium rates from December 1—making a complete revision of its rating system including hitting the basic rate, which has remained unchanged since the 1920s, from 25p per cent to 30p per cent.

The UK industrial fire account, which has recovered well from the downturn in the second quarter, is now showing a profit of £0.5m, which is a significant improvement on the £0.5m loss in the first quarter. The fire account is now showing a profit of £0.5m, which is a significant improvement on the £0.5m loss in the first quarter.

Underwriting trends in the rest of the year are expected to be good. The increase in the second quarter was 2.5 per cent against the expected 0.6 per cent.

Costs have been incurred in the second quarter, but the company expects to benefit from these costs, which will be progressively accrued over the year. A quarterly analysis of the trend of accelerating sales without these additional costs increases over the year so far. Sales increased by 8.2 per cent in the first quarter and 14.6 per cent reported 1.9 per cent and pre-tax in the second quarter.

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Brown Shipley downturn

The merchant banking and stockbroking group, Brown Shipley Holdings, says the combined results of the group for the half-year to September 1978 are below those in the same period last year.

In addition, the board does not expect the combined profits for the year to the end of March, 1979, to equal the record taxed profit of £1.08m in 1978—despite the present turmoil in the financial market, which may benefit the banking side.

It adds that the particularly favourable opportunities enjoyed by the banking group in the foreign exchange and security fields in 1977 were not repeated in the first half of this year. Other areas remained active, but demand for credit is still slack.

The insurance group has not found the expected increase in its overseas earnings, and falling results of the group for the half-year to September 1978 are below those in the same period last year.

The interim dividend is lifted from 4p to 4.5p, plus a deferred final dividend of 0.08p for the year to the end of March, 1979. The board intends to recommend the maximum permitted dividend for the year.

The Board says the higher turnover is largely due to the completion and finalisation of several old contracts. But profits have been affected by losses on some current contracts due mainly to poor building weather since the start of the year on the construction subsidiary's work in progress.

Pre-tax profits for the whole year, says the group, will not be significantly different from that of last year's £572,643.

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Weight Construction Holdings, slipped from £203,000 to £233,000 in the half year to the end of July 1978 on turnover up from £4.02m to £4.89m. Tax is £113,000 against £142,000.

The interim dividend is held at 2.75p. The total for 1978 was 7.3p.

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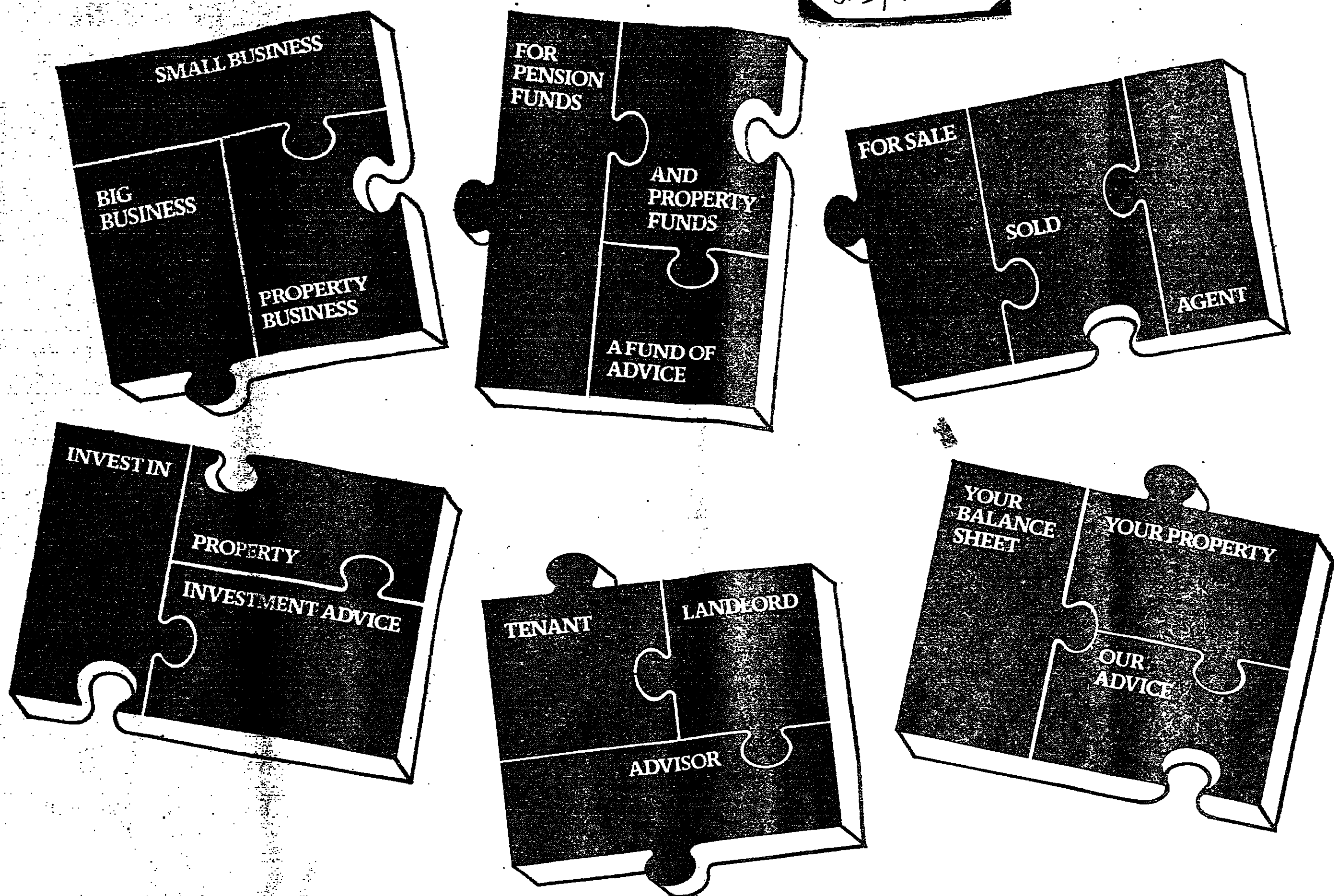
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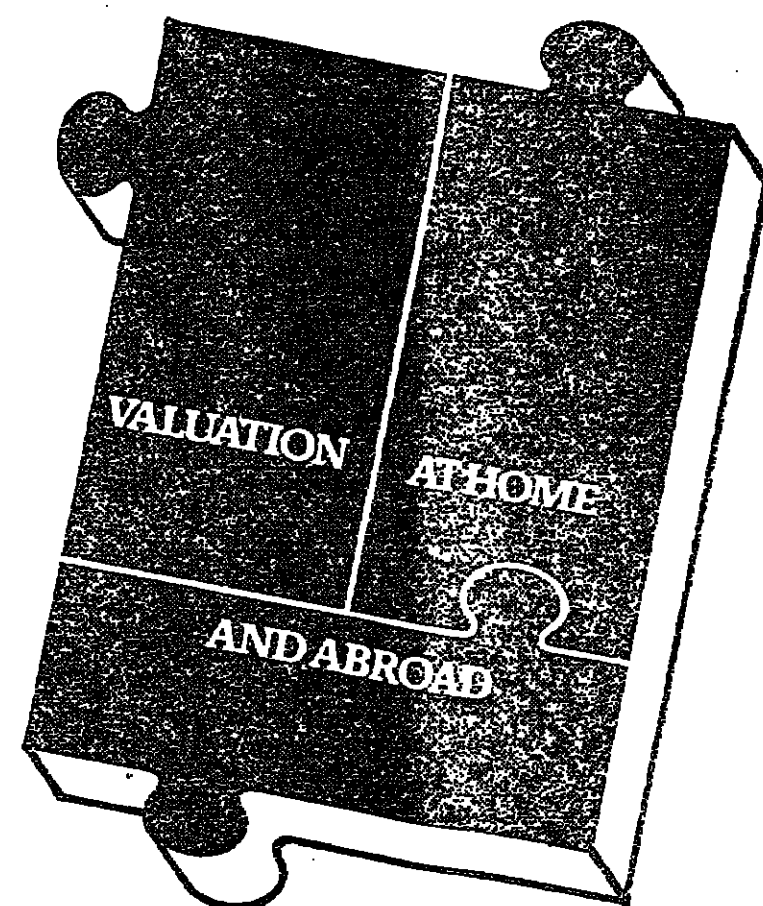
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Richard Ellis
Chartered Surveyors

EMAP 17.5% ahead at interim stage

Beecham tops £76m midway

Dentsply awaits benefits

ON-TURNOVER: more than \$26.34m to Dempsy, ultimate company of which is International Inc. of incurred increased profit of \$11m for the half May 31, 1978, against \$3.1m for the previous period. For the previous period, the company had a loss of \$1.1m.

Commenting on the first half the directors said that the time scale for corrective action to bring the company back into profitability was longer than envisaged.

improvement in order to
trading profit. However,
the second half result
expected to show a reduction
the rate of trading loss
compared with the first half.
say it is unlikely that
benefit of corrective action
seen until the second
1979.

Pre-tax losses were
after interest payable, a
income of £860,000 compared
£13m, and exchange

Turnover of the subsidiary International feu from \$1.5m for the six months to 31.3.84. The company incurred pre-tax losses of \$504,000 against \$5,000 of tax. No tax charge—losses that were cancelled by a £5,000 credit.

The pre-tax figure was interest £161,000 (\$49,000) included £51,000 (\$15,000) of interest.

**Shipley
s Limited**

Peachey's reorganisation begins to take shape

p found particularly favourable exchange and securities markets in the first half of this year. However, demand for credit is still slack, and the Group formed the expected increase in demand for commodity prices in turmoil. Although this has helped the Banking Group, the Group's profits for the year ended 31st March, 1978, were at a record level achieved in 1977. In some instances they intend to re-evaluate the maximum permitted dividend. They have declared an interim dividend for the year ended 31st March, 1978, of 10p, equivalent to a gross dividend of 8p.

with the intention expressed in the reduction in the standard of living. The Secretary has declared a dividend share for the year ended 31 December 1978, to maintain the gross equivalent of the standard of living on 11th January, 1979, to a level of 100 per cent of the standard of living on 11th January, 1978.

Allied-Lyons accounting dates changed

ORTH

9 months ended
31st Oct 1978 31st Oct 1977

1978	1977
(unaudited)	
2000's	2000's
593,126	524,367
(34,518)	(29,793)
<u>558,608</u>	<u>494,574</u>
31,187	30,610
(6,270)	(5,982)
(3,394)	(4,539)

1,079	820
<u>432</u>	<u>116</u>
23,034	21,025
<u>12,798</u>	<u>11,490</u>
10,236	9,535
(808)	(743)
<u>9,428</u>	<u>8,792</u>

third quarter resulting in a 13.1% increase. In the corresponding period, pressure was being fully competitive.

the Company's important financial results to be in excess of last year.

UNITED
London NW1 6JL

(continued)

Bank of Ireland

12 months ended 31st January, 1978		9 months ended: 31st Oct 1978	31st Oct 1977 (unaudited)
£000's		£000's	£000's
767,940	TURNOVER (including value added tax)	593,126	524,367
(43,841)	Deduct: Value added tax	(34,518)	(29,793)
<u>724,099</u>	TURNOVER (excluding value added tax)	<u>558,608</u>	<u>494,574</u>
58,630	TRADING PROFIT	31,187	30,610
(7,956)	Deduct: Depreciation on fixed assets	(6,270)	(5,982)
(5,268)	Interest paid less received	(3,384)	(4,539)
1,117	Add: Investment and rent income	1,079	820
	Surplus on property disposals, excluding sales and leasebacks	<u>492</u>	<u>116</u>
<u>257</u>			
46,780	PROFIT BEFORE TAXATION	23,034	21,025
<u>25,775</u>	Taxation	<u>12,798</u>	<u>11,490</u>
21,005	PROFIT AFTER TAXATION	10,236	9,535
(884)	Deduct: Foreign currency differences	(808)	(743)
<u>349</u>	Add: Extraordinary items		
<u>20,470</u>	PROFIT FOR PERIOD	<u>9,428</u>	<u>8,792</u>

- Although there has been an increase in turnover in the third quarter resulting in a 13.1% rise over the nine month period compared with last year's corresponding period, pressures on margins have continued associated with our policy of being fully competitive.
- The Pension Plan has involved an increased cost this year of £2 million due mainly to revisions introduced from 1st April, 1978. Additionally, about £1 million of development and pre-opening costs have been incurred for the new transplant centres with benefits to accrue next year and progressively as these centres extend their operations.
- Given a continuance of current consumer spending during the Company's important final quarter, the annual profit result this year can be expected to be in excess of last year.

F. W. WOOLWORTH AND CO., LIMITED
 15, Abchurch Lane, London, E.C. 4, ENGLAND

Chamberlin & Hill improves

ALTHOUGH several plants worked below optimum capacity during the six months to September 30, 1978, Chamberlin & Hill was reasonably satisfactory and more consistent than during last year. This resulted in a profit for the period improving from a depressed £106,194 to £222,492.

On prospects the directors say that indications are that demand will continue at current levels. The net interim dividend is stepped up from 1.2p to 1.32p and a one-for-two scrip issue is proposed. In addition two supplementary payments of 0.021p and 0.022p for 1977-78 and 1977-78 respectively are declared on the reduction in A.C.T. The additional payment for last year brings the total for 1977-78 to 2.745p on profits of £222,492.

	1978	1977
Turnover	3,972,000	3,220,490
Profit before tax	222,492	106,194
Tax	22,249	10,619
Net profit	200,243	95,575
Dividends	20,021	20,022
Reserves	180,222	75,553

Peak seen by Warner Holidays

Pre-tax profit of Warner Holidays rose from £201,000 to £234,000 for the half-year to July 31, 1978, and the directors say they anticipate an improved annual profit for the full year, against a peak of £217,110 for 1977/78.

The net interim dividend is unchanged at 0.35p per 10p share, the previous year's final being 0.275p.

Gross revenue for the six months was ahead from £4,022m to £4.6m and the profit figure was subject to tax of £124,000 against £116,000.

D. Dixon well up midway

ON TURNOVER, up by over £1m from £4.4m to £5.5m, taxable profits of David Dixon and Sons Holdings, woolen cloth and hosiery manufacturer, increased

MINING NEWS

Share sales bolster Charter profits

BY KENNETH MARSTON, MINING EDITOR

THANKS to exceptional share sales, net profits of London's Charter Consolidated for the first half of the current year to next March have risen to £14.4m from £13.1m in the same period of 1977-78 when the year's total reached £25.44m.

First-half earnings per share amounted to 13.78p against 12.53p and the previous full year's total of 24.26p. Charter is doing no more than maintain its interim dividend at 3.025p; the previous year's final was 2.745p, making a total of £3,974.5p against £3,424.2p in 1976-77.

The advance surplus on realisation of investments to £9.17m from £2.66m a year ago probably reflects sizeable sales of South African gold shares, possibly of Harmony and Blyvoor, which figured largely in Charter's portfolio at March 31.

Sharemarket conditions have been attractive for such a move. Charter would also release funds for reinvestment in the group's stated policy is to achieve a more equal balance between UK and foreign earnings.

The other major factor in the latest figures has been the inclusion for the first time of trading results of the 57 per cent owned struggling Cleveland Potash operation. They cover a period of three months and Charter's share of the Cleveland loss for that period is £1.8m; thus the mine's total losses were running at an annual rate of £20.2m.

Charter's results for the current half-year will thus take into account the Cleveland loss for six months. Unless there is any major improvement in the Yorkshire potash producer's fortunes, and this seems unlikely, Charter's half-year results will accordingly have to carry an increased burden.

At the same time it must be assumed that the exceptionally high first-half share realisation profits will not be repeated. Other income sources may not be much changed apart from a rise in interest received as a result of the funds arising from the first-half share sales.

So Charter's earnings for the second-half look like falling short of those of the first months, a view which is underlined by the absence of any increase in the interim dividend. Following the

Malayan twins earn less

REDUCED profits for the year to June 30 are reported by the Malaysia Mining Corporation group. Eastern tin producers, Malaysia Tin Dredging and Southern Malaysian Tin Dredging, earnings of Malayan amount to £18.15m (£14.3m) compared with £18.15m in 1976-77. A final dividend of 130 cents (30.2p) less Malaysian income tax of 40 per cent.

Benefits of a higher tin price received have been outweighed by lower production while a high level of tax has been sustained, mainly because a large proportion of the river deviation expenditure has not been available for tax relief. In addition there has been the higher incidence of tin profits tax; the latter is now levied from 15 per cent to 12 1/2 per cent.

Despite a reduced tin concentrate production, pre-tax earnings of Southern Malayan rose during the year to £18.15m from £15.15m. However, the net figure has dropped to £18.15m from £17.25m last time as a result of a sharp increase in tax. A final dividend of 115 cents less Malaysian tax of 40 per cent is declared.

HOME EARNINGS FORGE AHEAD

Dome Mines, the diversifying Toronto group, has achieved a strong growth in earnings on the back of its gold mines and revenue from two affiliated companies, Dome Petroleum and Canada Tungsten Mining.

In the nine months to September, net profits were £335.3m (£312.3m) or C\$3.95 a share. This surpasses the total 1977 earnings of C\$3.6m and compares with profits in the first three quarters last year of C\$3.6m, or C\$4.38 a share.

The latest figures reflect earnings from Dome's own gold mine at Timmins, the General Motors consolidation of the 57 per cent-owned Campbell Red Lake Mines and the 63 per cent-owned Sigma Mines (Quebec). Bullion revenue averaged C\$221.0m an ounce against C\$156.13 an ounce in the first three quarters of 1977.

Dome Petroleum, which pays no dividends, accounted for C\$18.9m of the Dome Mines profits.

TRANS-NATAL

Net income at Trans-Natal Coal, a unit of the General Mining group in South Africa, was R4.9m (£2.86m) in the three months to

September, the first quarter of the current financial year, compared with R4.4m in the same three months of 1977.

The latest figures, announced yesterday, show that capital expenditure in the latest quarter at R4m was substantially higher than the R1.25m spent a year before, though less than the R3m spent in the quarter to June, 1978.

During the June quarter, the Matla colliery started production. Trans-Natal's participation is 50 per cent, with the balance held by Ceylan (Transvaal) Collieries, another General Mining company. Matla, which supplies coal on a power station contract, represents the next major growth phase for Trans-Natal, but it is expected to absorb significant amounts of capital expenditure over the next few years. This coupled with the fact that capital expenditure allowances on Trans-Natal's existing mines are running out are thought likely to limit earnings growth in the near future.

Ceylan had a net income of R1.4m (£819.34m) in the three months to September, against R761,000 in the same period of 1977.

BRENDA PROFITS ADVANCE

Brenda Mines, the British Columbia copper and molybdenum producer, attributes its improvement in profits over the first nine months of the year to higher molybdenum prices and foreign exchange gains.

Net earnings for the nine months to September were C\$8.4m (£4.04m), or C\$2.20 a share, compared with C\$7.4m, or C\$1.74 a share, in the same period of last year. Operating revenue was C\$33.1m against C\$34.7m.

Although copper prices were higher in the third quarter, the gains from this were offset by lower metal production and higher operating costs.

The improved financial position has led the company to give shareholders an extra dividend of 30 cents a share, as well as a quarterly dividend of 20 cents, which was itself doubled from the previous quarter. The majority shareholders are Noranda Mines with 30 per cent of the equity.

MINING BRIEFS

AMALGAMATED TIN MINES OF NIGERIA—Production of concentrates for 45,000 tons, columbite concentrates 23 tonnes, (August 1st and 2nd tonnes respectively).

NIGERIA—Output of concentrates (73 per cent grade) for September in 26 tonnes. Same period last year: tin 2 tonnes, columbite 1 tonne.

RAHMAN HYDRAULIC TIN—Output for October 36 tonnes (September 12 tonnes).

Winns says that it is buying net assets of approximately £200,000 and that LPS pre-tax profit for the 10 months to July 31, 1978 was approximately £230,000.

BELHAVEN

Belhaven Brewery Group has entered for 45,000 shares at par in Scopwick Investments, thereby giving it a 90 per cent interest.

Scopwick is a specialist in the modernisation and redevelopment of public houses and will assist Belhaven in making improvements to its recently increased chain of tenanted houses.

HEYWOOD WILLIAMS

Heywood Williams Group has sold its subsidiary, Custom Made Aluminium Products, to Mr. R. W. Jerram and Mr. C. H. Lehmann, executive directors of Custom Made.

In the last published accounts of Heywood Williams, Custom Made contributed a loss of £11,048. The consideration is £20,000 cash.

The disposal is a continuation of the group's rationalisation policy, and a general strategy to reduce the group's size.

Custom Made, which supplies replacement windows direct to the customer, will continue to purchase a substantial amount of material from Heywood Williams' Finalex and Apollo divisions.

SAML OSBORN

Aurora Holdings has sent details of its 30p 1 share offer for all the 51 per cent cumulative preference shareholders. Samuel Osborn, an EGM for the preference shareholders is to be held at Aurora's Sheffield offices on December 7.

ASSOCIATES DEALS

Barling Brothers on November 14 bought 100,000 Associated Dairies at 170p for Discretionary Investment Funds.

Farmure Gordon and Company bought 1,500 Midland Educational at 255p for Alfred Pready and Sons.

LINDUSTRIES

In a £15,000 deal, Lindustries has acquired the coil strip process machine division of Redman Engineering.

APPOINTMENTS

Changes at Albright & Wilson

Group management changes have been made by ALBRIGHT AND WILSON. Dr. Malcolm B. Clark is to be managing director of the company, replacing Mr. P. W. Brown, managing director of BROWN AND JACKSON, who is retiring for personal and family reasons on December 31.

Mr. P. W. Brown, managing director of BROWN AND JACKSON, is to retire for personal and family reasons on December 31. Mr. Julian Boyden will succeed Dr. Clark as chairman of BBA's Rayvours sector; Mr. G. R. James will become chairman of the detergents section from January 1, succeeding Dr. George M. R. who is leaving the company and returning to Italy; and Dr. Stewart Cox appointed managing director of Albright and Wilson (Australia) from the beginning of next year replacing Mr. James.

Mr. Michael Blanden, banking correspondent of the Financial Times, has been appointed Editor of Financial Weekly, the new financial newspaper to be published in the New Year by Fleet Financial Publishing. Mr. Blanden has been with the Financial Times for nine years and was previously City Editor of the Guardian.

Commercial Union Assurance Company states that Mr. Michael Fenton-Jones will, at his own request, relinquish his position as managing director of COMMERCE UNION PROPERTIES from March 31, 1979, but will remain on the Board of that company as a non-executive director.

Mr. Peter Cline, managing director of SSI Fix Equipment, has been appointed president of the STORAGE EQUIPMENT MANUFACTURERS ASSOCIATION for 1978-79.

Mr. Allan Appleton has been appointed managing director of LIN PAC MACHINERY SERVICES, a subsidiary of Lin Pac Plastics International.

Mr. Kenneth White has been appointed to the board of ROBERT STOCKWELL.

Mr. David Cruickshank and Mr. David Nickell have been appointed partners in the CORPORATE CONSULTING GROUP.

Mr. Solomon Mester has been appointed president of MAX FACTOR UK, the operating unit of Norton Simon Inc.

Dr. W. Dekker, chairman and managing director of Philips Industries between 1972 and 1976, is to be proposed as vice-president of N.V. PHILIPS GLOBEALAMPEN-FABRIEKEN, the holding company of the Dutch-based electronic and electrical group at a shareholders' meeting on December 7. He will take up his new position at the beginning of next year.

Mr. Philip Gheerbrant, since 1974 an advances manager in London of National Westminster Bank's international banking division, has been appointed deputy managing director of ROWEST BANKING CORPORATION, an associate of NatWest, based in Nassau, Bahamas.

Mr. D. A. Fagg has been appointed managing director of the PROTECTIVE PAPERS, a member of the St. Regis Printing and Flexible Packaging Division. Mr. Fagg was previously managing director of the PROTECTIVE PAPERS.

Mr. Ian M. Barber, former finance director of Cope Allman appointed managing director of International, has joined the Board of AERFLUX INDUSTRIES on his retirement from his commitments as managing director of Hill Samuel SA in South Africa.

Mr. J. C. Wood and Mr. W. S. Kennedy have been appointed directors of SINTERED PRODUCTS following the retirement of Mr. G. R. Rothero as works director. The parent concern is Sheepbridge Engineering.

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Bank of New South Wales

Bank of New South Wales announces that with effect from Thursday, 16th November, 1978 its base rate for lending will be increased from 11 1/2% to 12 1/2% per annum.

Bank of New South Wales, 29 Threadneedle Street, London, EC2R 8BA.

Incorporated in Australia with limited liability.

GEORGE H. SCHOLES & CO. LTD.

WYLEXWORKS, WYTHENSHAW, MANCHESTER M22 4RA

Manufacturers of Wylex Electrical Products

Main points from the circulated Statement of Mr. G. R. C. McDowell, for the year ended 30th June 1978.

1978 1977

Trading Profit £1,982,185 £1,780,246

Interest on Short Term Deposits £51,574 £104,692

Profit before taxation £2,034,159 £1,884,938

Taxation £791,704 £837,749

Profit after taxation £1,242,455 £1,047,189

Dividends per share (net) 18.52p 16.5863p

The company has had another record year. With turnover now in excess of £10m we have achieved a profit before tax of £2,034,159.

Steady improvement in our export sales, resulting in a turnover in excess of £1m. Nigeria has been our largest single market, followed by Singapore and Malaysia.

Our development team has succeeded in the completion of our new product range. All of these will contribute significantly to our turnover in the current financial year.

Supporting this development has meant a considerable increase in capital expenditure which was in excess of £500,000. It is the company's intention to continue investment in plant and buildings at the same level.

INVEST IN 50,000 BETTER TOMORROWS!

50,000 people in the United Kingdom suffer from progressively paralyzing MULTIPLE SCLEROSIS—the cause and cure of which are still unknown—HELP US BRING THEM RELIEF AND HOPE.

We need your donation to enable us to continue our work for the CARE AND WELFARE OF MULTIPLE SCLEROSIS sufferers and to continue our commitment to find the cause and cure of MULTIPLE SCLEROSIS through MEDICAL RESEARCH.

Please help—Send a donation today to: Room F.1, The Multiple Sclerosis Society of G.B. and N.I., 4 Tachbrook Street, London SW1 1SJ

BIDS AND DEALS

Meyer's £1m acquisition

The UK's largest timber group Montague L. Meyer is buying a medium-sized timber company based in the Midlands in a deal worth £1m.

The company, L. R. Boodle and Norman, is being purchased by Meyer through a share and cash offer: 912,833 Meyer shares are being issued together with £382,232 cash.

Boodle and Norman is a timber—principally softwood—and sheet material merchant with industrial building component manufacturing interests. It conducts its business in Coventry, Lincoln, Nuneaton and Atherstone.

Meyer said yesterday that the acquisition would extend the group's regional representation. Meyer's move comes after recent speculation that the group might be interested in another timber group, Bambergers, which has received a bid from International Timber. But the group has only been keen to keep an investment stake in International Timber.

PMA EXPANSION

In a move to strengthen its contract furniture division, PMA Holdings has acquired Roath Furnishing Contracts, of Caerphilly, South Wales.

Roath is a manufacturer of a range of school and laboratory furniture. Its net assets amount to £50,000, turnover is running at £700,000 per annum and it is currently making losses.

Roath's products augment the existing ranges of contract furniture in the PMA group. Existing order books are such that the manufacturing capacity available in Roath will be quickly utilised and it is anticipated that it can become profitable in a relatively short period.

ICFC BACKING FOR CRESTA ART

Industrial and Commercial Finance Corporation has provided a £180,000 loan to Cresta Art Engineering (Highbury), manufacturers of occasional furniture, electrical fittings and light engineering.

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WYNN PURCHASE

Engineering and construction group Wynn Industries is bidding £725,000 in cash and shares for Leland Pressed Sheets—manufacturers of tinued and terraced steel sheets. Under the terms of the deal

This includes full settlement of the early transaction referred to in the chairman's statement for the 1977 report and accounts which was for a time in dispute.

SHARE STAKES

Rowntree Mackintosh Trustees of the Joseph Rowntree Memorial Trust have disposed of 25,000 ordinary shares at 380p and 25,000 shares at 385p. They are now interested in 4,137,498 ordinary shares (7.56 per cent). Sir Donald Barron, the company chairman, is a trustee.

Sutcliffe Speakman: Chairman holds 255,075 shares and not 201,274 shares as previously reported.

Berry Trust—United Kingdom Temperance and General Provident Institution now holds 1,600,000 shares (10.22 per cent). Bernard Wardle—Throgmorton Trust has disposed of 250,000 ordinary shares, thereby reducing its interest to 750,000 shares (4.18 per cent).

Alexanders Holdings—Board reports that Henry Clayton and family interests purchased 25,000 "A" ordinary shares at 164p on November 8, 1978.

Marlborough Property Holdings—Mr. W. T. Chown, on October 31, 1978, sold 261,000 ordinary shares thereby reducing his beneficial interest to 862,558 shares (less than 5 per cent). Also on October 31, his wife Mrs. T. V. L. Chown sold 114,000 ordinary shares, being her entitlement under a loan stock conversion of Rowntree Mackintosh Trustees.

Senior Eng.—Selfridge Engineering Group has acquired David Worthington for £370,000 cash.

Worthington, of Blackpool, is a manufacturer both of original equipment and replacement exhaust systems for heavy commercial vehicles. It will become part of Senior's steel tube division and its products are complementary to its manipulation business.

Brocks Group—Brocks Group has acquired from the Receiver of Calcutta Electricity all the assets of the company, comprising marine communications and land mobile VHF equipment, at asset value for a consideration of 280,960 plus VAT. This is to be satisfied by an immediate cash payment.



Nine months' results

Interim Statement

The results for the nine months ended 30th September 1978, estimated and subject to audit, are compared below with those for the similar period in 1977 which are restated at 31st December 1977 rates of exchange; also shown are the actual results for the full year 1977.

It must be emphasised that the results for the interim period do not necessarily provide a reliable indication of those for the full year.

	9 Months to 30.9.78 Estimate £ Millions	9 Months to 30.9.77 Estimate £ Millions	Year 1977 Actual £ Millions
Net written premiums—General Business	580.7	508.5	674.6
Investment Income	64.5	56.1	75.3
Underwriting Results—General Business	0.5	(5.1)	(6.3)
Long Term Insurance Profits	2.0	1.9	2.7
Loan and Bank Interest	67.3	48.9	71.7
Profit before Tax and Minority Interests	66.2	47.7	70.2
Exchange Rates:			
U.S.A.	\$1.83	\$1.92	\$1.92
Canada	\$2.34	\$2.10	\$2.10

Net written premiums and investment income increased in sterling terms by 10.3% and 17.0% respectively. Adjusted to exclude the effects of currency fluctuations, the increases were 12.4% and 19.5% respectively.

There was an underwriting loss in the United Kingdom of £0.6 million (1977 £3.2 million loss) on net written premiums of £214 million (1977 £176 million). The

INTERNATIONAL FINANCIAL AND COMPANY NEWS

NORTH AMERICAN NEWS

Cargill makes \$67.5m bid for beef slaughterhouse

BY STEWART FLEMING

CARGILL, the giant U.S. grain company, today launched a \$67.5m takeover bid for one of the nation's largest beef slaughterhouses, MBPXL Corporation of Wichita, Kansas.

The move follows an announcement last week that Pacific Holdings, a private company, was moving to acquire 82 per cent of the largest U.S. beef slaughtering company, Iowa Beef Processors, for \$225m.

Pacific Holdings, which makes containers and ceramic products and is involved in mining ventures, already owned 18 per cent of Iowa Beef. Last year Iowa Beef reported sales revenues of \$28m and net profits of \$30m.

MBPXL is a smaller beef processing concern, with sales last year of \$96m and net income of \$3.3m, or \$2.16 a share. Cargill's \$27 a share offer puts the company on an exit price earnings multiple of 12.5 compared with an exit multiple of 9.5 for Iowa Beef.

Cargill's swoop on MBPXL appears to be designed to try to block any rival offer. Cargill disclosed that it has already contracted to purchase about 9 per cent of the common stock of MBPXL from major shareholders in the company whom it did not name. It remains to be seen whether this prior arrangement is challenged. The takeover interest in the beef slaughterhouse business is undoubtedly related to the bright long term prospects which many analysts see, and also to the immediate outlook.

The beef cycle is currently at a low ebb. In the wake of the 1974-75 recession, with beef prices depressed and feed costs high, many ranchers reduced the size of their herds. More recently, however, the recovery in demand, coupled with the restriction in the supply of cattle for slaughter from the smaller herds, has resulted in soaring prices for beef. This situation is expected to continue for two or three years, since it takes some time for herds to build up again. Profits in the slaughter industry are thus expected to increase sharply, although analysts predict that there could be substantial quarters to quarter swings in prices and profitability.

Simmons sale

Industrial Valley Bank and Trust has agreed to buy all outstanding stock of American Acceptance, a wholly-owned subsidiary of Simmons, itself the subject of an offer from Gulf and Western, APJ reports from Philadelphia.

American Acceptance is a commercial finance concern, specialising in inventory financing.

Lykes meeting

A federal judge has denied a motion seeking to delay the Lykes shareholders meeting on December 5 to vote on merger with LTV Corporation, APJ reports from New York.

Mr. Marshall P. Saff, chairman of Lykes, said the company is not in a position to block the merger vote until a court of appeals in Manhattan acts on his request for a rehearing on a separate legal case he has pending against a Lykes subsidiary.

Further trading

Reports from the department store sector show advances in both sales and profits.

Carter Hawley Hale Stores, with gains of 13.6 per cent to \$24.9m in net earnings and 32 per cent to \$1.33bn in sales at the nine-month stage, is well on the way to achieving its forecast of record sales and profits for the year. Share earnings have risen so far from 82 cents to 92 cents, against a forecast of earnings "substantially ahead" of the \$2.37 a share earned in the previous year.

Carter Hawley's third quarter brought a 12.7 per cent gain in net earnings at \$10.6m or 40 cents a share against 38 cents on sales increased by 32 per cent to \$408.6m.

Meanwhile, Federated Department Stores reported a 2 per cent gain to \$99.6m in net earnings and 9 per cent to \$3.6bn in sales at the end of the first nine months trading. Share earnings of \$2.07 compared with \$2.03.

For the third quarter, Federated turned in net earnings of 2 per cent higher at \$46.3m or 96 cents, against 94 cents, on sales increased by 8.3 per cent at \$1.3bn.

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Mergers at Time Inc. become effective

NEW YORK, Nov. 15.

MERGERS OF Inland Container and American Television and Communications into wholly-owned separate subsidiaries of Time Inc. have now become effective.

The Inland merger was achieved through an exchange of cash and common and preferred stock of Time, the deal being valued at \$275m. The American TV merger, valued at \$145m, was effected for cash and new Time preferred stock.

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RETAIL SUPERMARKETS

Falling dominoes

BY JOHN WYLES

THE Domino Theory, once part of the lingua franca of Vietnam war strategists, is now tripping off the lips of analysts of the U.S. retail supermarket scene, as first one and then another grocery chain topples into bankruptcy proceedings.

The domino analogy was, in fact, suggested by one of the tottering giants, Allied Supermarkets of Livonia, Michigan, which draws annual sales of \$760m from operating 114 supermarkets in three states. Announcing last week that it was filing for protection from its creditors under Chapter 11 of the federal bankruptcy laws, Allied laid some of the blame at the feet of Food Fair, a leading eastern supermarket chain which filed for Chapter 11 in October listing assets of \$492.6m and liabilities of \$533m.

Quite simply, Allied's trade creditors and banks, themselves under pressure from rising interest rates, and aware of the company's financial frailty after five consecutive years of loss-making, had been acutely reminded of their financial exposure by the Food Fair debacle, and wanted to protect themselves through "credit changes" in their credit arrangements.

Under Chapter 11, a company may continue to operate while enjoying court protection from its creditors' lawsuits, so that it can work out a plan for paying its debts.

Once creditors become afflicted by a loss of confidence and start shortening payment terms, or even demanding cash on delivery, they are tapping a vein of cash flow which can lead to swift paralysis for a supermarket operation. Thus, the crisis of confidence started at Food Fair, swept through Allied, and may engulf others.

Not surprisingly, attention is now focusing on the Great Atlantic and Pacific Tea Company, once the largest supermarket chain in the U.S. and for the past four years a beached whale struggling for safe water. Having lost \$16.3m in the first half of its 1978 fiscal year, A & P is framing its second recovery programme in four years, although the first has left it with only half as many stores as it had in 1973. But money is not all that has been lost. Management's credibility with investors and suppliers is certainly not what it was when customers who voted with their feet have not yet been lured back to the fold by the astonishing re-introduction in September of trading stamps, some six years after A & P had phased them out.

However, with McKinsey and Company retracing the 1974 footsteps of Boaz, Allen in an effort to develop a new strategy for A & P, there is still a mood of confidence at corporate headquarters in Montvale, New Jersey that the dark years in the company's 121-year history will be survived, not least because enough cash is apparently being generated to satisfy supplier debt.

With suppliers financing any thing between 50 and 80 per cent of a supermarket chain's inventories at any one time, the loss

of only a small proportion of this line of credit can be fatal, as Food Fair could testify. As the country's eighth largest supermarket chain, with sales of \$2.4bn a year through 440 super-markets and 79 discount stores, it has all of A & P's problems on a much larger scale. Although both chains have suffered badly from competition from the fast food industry and a small pace of growth in sales, which have failed to keep pace with price inflation over the past five years, equal blame has to be attached to weak management and exceedingly poor accounting practices.

Food Fair's president, Mr. Jack Friedland, was forced to step down as president on Monday, the eve of bankruptcy hearings, which revealed that in the 20 days after bankruptcy was filed on October 3, the company lost \$18.7m. A large portion of the losses were attributable to suppliers refusing to deliver goods which had been ordered, particularly to the J. M. Fields discount store division.

Fields' creditors are claiming around \$40m, and are in conflict with the Food Fair grocery suppliers, and this has led to the creation of two separate creditors' committees, one for each group. The bankruptcy court was told on Tuesday that thanks to Food Fair guaranteeing Fields' debts to suppliers, the discount store division for the Christmas selling season, Food Fair is searching for a new chief executive and is hoping that a change at the top, coupled with the hiring of Touche Ross to develop a new accounting system, will generate sufficient confidence to put an end to what Mr. Friedland has termed "a temporary liquidity problem".

The Domino Theory, once part of the lingua franca of Vietnam war strategists, is now tripping off the lips of analysts of the U.S. retail supermarket scene, as first one and then another grocery chain topples into bankruptcy proceedings.

Seagram sees 10% gain

MONTREAL, Nov. 15

SEAGRAM, the world's biggest drinks business, sees first quarter earnings more than 10 per cent higher than in the U.S.\$35.1m or 90 cents a share recorded last year. Mr. Philip Beekman, president, told the annual meeting that the future "looks even better" than in previous years.

International operations are trending upward and becoming a more significant part of the group's business, providing a better balance to overall results while oil and gas should add significantly to earnings in the coming years, Mr. Beekman declared.

Later, the company raised its quarterly dividend from 23 cents to 28 cents (Canadian) a share, payable December 15.

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George Weston growth slows

TORONTO, Nov. 15

WITH NET earnings showing a gain of 112 per cent at \$31.7m at the end of the first nine months, George Weston, the Toronto-based supermarket and food processing group, is increasing the quarterly dividend by 3 cents to 21 cents.

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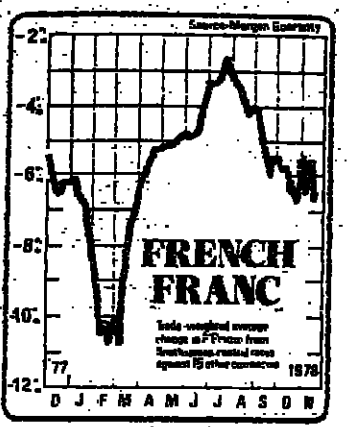
Currency, Money and Gold Markets

Support keeps dollar steady

Trading continued at a generally low level in yesterday's foreign exchange market with currencies fluctuating within narrow ranges. The dollar traded initially with a softish undertone although not under any appreciable pressure. Consequently the Central Bank gave official support during the morning.

In later trading the U.S. currency was quoted at DM 1.8930, little changed from the previous day's level of DM 1.8920. The Bundesbank sold over 100 million marks on the day, but this was offset by a similar sale by the French Bank. The dollar was also supported by the Swiss Bank which sold 100 million francs on the day.

Against the Swiss franc it closed at Sfr 1.6390 compared with Sfr 1.6380 on Tuesday. Similarly the D-mark was slightly weaker at DM 1.8930 against DM 1.8920 on Tuesday.



Using Morgan Guaranty figures at noon in New York, the dollar's trade weighted average depreciation narrowed to 9.3 per cent from 9.7 per cent.

Sterling finished slightly stronger overall and its trade weighted index on Bank of England figures rose to 62.5 from 62.4, having stood at 62.4 at noon and 62.4 in early afternoon. Against the dollar it opened at \$1.9540 and touched \$1.9530 before recovering to \$1.9550 soon after 9 a.m. With the dollar slightly easier, sterling reached \$1.9550 before demand for the dollar out of the U.S. pushed the rate back to \$1.9575-\$1.9585, a fall of 40 points from Tuesday's close.

THE POUND SPOT				FORWARD AGAINST £			
Nov. 15	Bank	Day's	Close	One month	3 months	6 months	12 months
U.S. \$	81.9500	1.8930	1.8930	81.9500	81.9500	81.9500	81.9500
Canada \$	104.8000	2.1100	2.1100	104.8000	104.8000	104.8000	104.8000
Deutsche M.	18.9300	1.8930	1.8930	18.9300	18.9300	18.9300	18.9300
Swiss Sfr	1.6390	1.6390	1.6390	1.6390	1.6390	1.6390	1.6390
Japanese Y.	163.9000	163.9000	163.9000	163.9000	163.9000	163.9000	163.9000
Italian L.	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300
Spanish P.	166.4000	166.4000	166.4000	166.4000	166.4000	166.4000	166.4000
Portugal Esc.	200.4800	200.4800	200.4800	200.4800	200.4800	200.4800	200.4800
Belgian F.	36.3600	36.3600	36.3600	36.3600	36.3600	36.3600	36.3600
Dutch G.	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300
Austrian S.	13.7600	13.7600	13.7600	13.7600	13.7600	13.7600	13.7600
French F.	6.5500	6.5500	6.5500	6.5500	6.5500	6.5500	6.5500
Yen	163.9000	163.9000	163.9000	163.9000	163.9000	163.9000	163.9000
Australian A.	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300
South African R.	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300
Israeli S.	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300

THE DOLLAR SPOT				FORWARD AGAINST \$			
Nov. 15	Bank	Day's	Close	One month	3 months	6 months	12 months
U.S. \$	81.9500	1.8930	1.8930	81.9500	81.9500	81.9500	81.9500
Canada \$	104.8000	2.1100	2.1100	104.8000	104.8000	104.8000	104.8000
Deutsche M.	18.9300	1.8930	1.8930	18.9300	18.9300	18.9300	18.9300
Swiss Sfr	1.6390	1.6390	1.6390	1.6390	1.6390	1.6390	1.6390
Japanese Y.	163.9000	163.9000	163.9000	163.9000	163.9000	163.9000	163.9000
Italian L.	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300
Spanish P.	166.4000	166.4000	166.4000	166.4000	166.4000	166.4000	166.4000
Portugal Esc.	200.4800	200.4800	200.4800	200.4800	200.4800	200.4800	200.4800
Belgian F.	36.3600	36.3600	36.3600	36.3600	36.3600	36.3600	36.3600
Dutch G.	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300
Austrian S.	13.7600	13.7600	13.7600	13.7600	13.7600	13.7600	13.7600
French F.	6.5500	6.5500	6.5500	6.5500	6.5500	6.5500	6.5500
Yen	163.9000	163.9000	163.9000	163.9000	163.9000	163.9000	163.9000
Australian A.	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300
South African R.	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300
Israeli S.	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300

CURRENCY MOVEMENTS				CURRENCY RATES			
Nov. 15	Bank	Day's	Close	Nov. 14	Bank	Day's	Close
U.S. \$	81.9500	1.8930	1.8930	81.9500	81.9500	1.8930	1.8930
Canada \$	104.8000	2.1100	2.1100	104.8000	104.8000	2.1100	2.1100
Deutsche M.	18.9300	1.8930	1.8930	18.9300	18.9300	1.8930	1.8930
Swiss Sfr	1.6390	1.6390	1.6390	1.6390	1.6390	1.6390	1.6390
Japanese Y.	163.9000	163.9000	163.9000	163.9000	163.9000	163.9000	163.9000
Italian L.	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300
Spanish P.	166.4000	166.4000	166.4000	166.4000	166.4000	166.4000	166.4000
Portugal Esc.	200.4800	200.4800	200.4800	200.4800	200.4800	200.4800	200.4800
Belgian F.	36.3600	36.3600	36.3600	36.3600	36.3600	36.3600	36.3600
Dutch G.	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300
Austrian S.	13.7600	13.7600	13.7600	13.7600	13.7600	13.7600	13.7600
French F.	6.5500	6.5500	6.5500	6.5500	6.5500	6.5500	6.5500
Yen	163.9000	163.9000	163.9000	163.9000	163.9000	163.9000	163.9000
Australian A.	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300
South African R.	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300
Israeli S.	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300	1.9300

OTHER MARKETS			
Nov. 15	Bank	Day's	Close
U.S. \$	81.9500	1.8930	1.8930
Canada \$	104.8000	2.1100	2.1100
Deutsche M.	18.9300	1.8930	1.8930
Swiss Sfr	1.6390	1.6390	1.6390
Japanese Y.	163.9000	163.9000	163.9000
Italian L.	1.9300	1.9300	1.9300
Spanish P.	166.4000	166.4000	166.4000
Portugal Esc.	200.4800	200.4800	200.4800
Belgian F.	36.3600	36.3600	36.3600
Dutch G.	1.9300	1.9300	1.9300
Austrian S.	13.7600	13.7600	13.7600
French F.	6.5500	6.5500	6.5500
Yen	163.9000	163.9000	163.9000
Australian A.	1.9300	1.9300	1.9300
South African R.	1.9300	1.9300	1.9300
Israeli S.	1.9300	1.9300	1.9300

BOND DRAWINGS

I.U. OVERSEAS FINANCE N.V.
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The distinctive numbers of the bonds, drawn in the presence of a Notary Public, are as follows:											
47	110	171	232	293	354	415	477	537	598	659	720
1268	1329	1390	1451	1513	1574	1635	1696	1757	1818	1879	1940
2482	2543	2604	2665	2726	2787	2848	2909	2970	3031	3092	3153
3708	3769	3830	3891	3952	4013	4074	4135	4196	4257	4318	4379
4995	5056	5117	5178	5239	5300	5361	5422	5483	5544	5605	5666
6382	6443	6504	6565	6626	6687	6748	6809	6870	6931	6992	7053
7830	7891	7952	8013	8074	8135	8196	8257	8318	8379	8440	8501
9338	9399	9460	9521	9582	9643	9704	9765	9826	9887	9948	10009
10897	10958	11019	11080	11141	11202	11263	11324	11385	11446	11507	11568
12466	12527	12588	12649	12710	12771	12832	12893	12954	13015	13076	13137
14016	14077	14138	14199	14260	14321	14382	14443	14504	14565	14626	14687
15586	15647	15708	15769	15830	15891	15952	16013	16074	16135	16196	16257
17177	17238	17299	17360	17421	17482	17543	17604	17665	17726	17787	17848
18829	18890	18951	19012	19073	19134	19195	19256	19317	19378	19439	19500
20461	20522	20583	20644	20705	20766	20827	20888	20949	21010	21071	21132
22173	22234	22295	22356	22417	22478	22539	22600	22661	22722	22783	22844
23896	23957	24018	24079	24140	24201	24262	24323	24384	24445	24506	24567
25679	25740	25801	25862	25923	25984	26045	26106	26167	26228	26289	26350
27463	27524	27585	27646	27707	27768	27829	27890	27951	28012	28073	28134
29277	29338	29399	29460	29521	29582	29643	29704	29765	29826	29887	29948
30909	30970	31031	31092	31153	31214	31275	31336	31397	31458	31519	31580
32601	32662	32723	32784	32845	32906	32967	33028	33089	33150	33211	33272
34313	34374	34435	34496	34557	34618	34679	34740	34801	34862	34923	34984
36026	36087	36148	36209	36270	36331	36392	36453	36514	36575	36636	36697
37740	37801	37862	37923	37984	38045	38106	38167	38228	38289	38350	38411
39525	39586	39647	39708	39769	39830	39891	39952	40013	40074	40135	40196
41381	41442	41503	41564	41625	41686	41747	41808	41869	41930	41991	42052
43207	43268	43329	43390	43451	43512	43573	43634	43695	43756	43817	43878
45104	45165	45226	45287	45348	45409	45470	45531	45592	45653	45714	45775
47082	47143	47204	47265	47326	47387	47448	47509	47570	47631	47692	47753
49120	49181	49242	49303	49364	49425	49486	49547	49608	49669	49730	49791
51239	51300	51361	51422	51483	51544	51605	51666	51727	51788	51849	51910
53458	53519	53580	53641	53702	53763	53824	53885	53946	54007	54068	54129
55747	55808	55869	55930	55991	56052	56113	56174	56235	56296	56357	56418
57936	57997	58058	58119	58180	58241	58302	58363	58424	58485	58546	58607
59975	60036	60097	60158	60219	60280	60341	60402	60463	60524	60585	60646
62084	62145	62206	62267	62328	62389	62450	62511	62572	62633	62694	62755
64293	64354	64415	64476	64537	64598	64659	64720	64781	64842	64903	64964
66573	66634	66695	66756	66817	66878	66939	66990	67051	67112	67173	67234
68822	68883	68944	69005	69066	69127	69188	69249	69310	69371	69432	69493
71242	71303	71364	71425	71486	71547	71608	71669	71730	71791	71852	71913
73741	73802	73863	73924	73985	74046	74107	74168	74229	74290	74351	74412
76300	76361	76422	76483	76544	76605	76666	76727	76788	76849	76910	76971
78960	79021	79082	79143	79204	79265	79326	79387	79448	79509	79570	79631
81690	81751	81812	81873	81934	81995	82056	82117	82178	82239	82300	82

A time of challenge and change for the U.S. wine industry

BY ROSS WILSON

THE U.S. WINE industry is facing a period of challenge and change. New consumer regulations covering the labelling of U.S. wines—and imports—have been agreed and will take effect in 1983, metric bottling becomes compulsory next January 1 and U.S. wine producers are becoming increasingly concerned about the rapid growth of foreign wine imports.

The recent agreement between the American wine industry and the Federal Government on new rules for American and foreign wine labels came after three years of sporadic feuding and fussing.

The new regulations designed primarily to protect the U.S. wine consumer, are the result of six public hearings in San Francisco and Washington in 1976 and 1977 as well as hundreds of written comments from consumers and industry officials. The basis of the regulations, which will become compulsory in early 1983 has been described by Mr. John Krozman, acting director of the U.S. Treasury's Bureau of Alcohol, Tobacco and Firearms (BATF).

But perhaps the producers' most important achievement was on the question of a new category of "Government seal" wines which would have been the equivalent of the French appellation d'origine contrôlée or the Italian denominazione di origine controllata systems. The Government had wanted to confer its seal of approval on varietal wines which contain 85 per cent of the grape named on the label and which had been subject to strict grape growing conditions. This was opposed by the growers and consumer groups. They both argued that it would be an unnecessary interference and the consumer groups said that such a seal would imply a guarantee of quality rather than an adherence to labelling restrictions.

Wines claiming to be made from a single grape variety, such as Cabernet Sauvignon or Pinot Noir, must contain at least 75 per cent of that grape. Previous regulations had required only 51 per cent. Similarly, wine which claims to come from a specific country, state or county must contain at least 75 per cent of wine from that area.

Where wine is labelled as coming from a specific wine growing region, such as California's famous Napa Valley, the wine must have to contain at least 85 per cent of grapes grown and picked in that region. Finally, if two or three grape types are listed on the labels of blended wines, the percentage of each variety must be shown on the label and the combination must add up to 100 per cent.

Wine seal

On the face of it California producers have little to fear. Official statistics show that of a total of more than 220m U.S. gallons of table wine (red and white) sold in the U.S. last year only 55m U.S. gallons (25 per cent) was imported. But rates of growth of imports give an entirely different picture. Table wine imports showed a 22 per cent growth last year while American table wine sales grew by only 7 per cent.

The eventual compromise was the 75 per cent requirement and an Government seal.

The growers did, however, accept a further restriction on vintage wines, namely that these must contain at least 85 per cent of grapes picked in the declared year.

Structurally the U.S. industry is still dominated by Californian companies. Among the six largest wine producers in the U.S. only the sixth, Taylor Wine owned by Coca Cola is based outside California. Californian wine producers account for about 80 per cent of U.S. wine production with the five largest Californian producers together accounting for 450m gallons of storage capacity.

The largest producer is E and J Gallo with 226m gallons of storage capacity followed by United Vintners with 110m gallons of storage capacity. Both are independent Californian companies.

The U.S. Department of Agriculture has forecast a record 46m U.S. tons grape crop this year of which California will produce 41m U.S. tons or 89 per cent. Overall the crop is expected to be about 7 per cent larger than in 1977 and 3 per cent above the 1976 harvest.

On the face of it California producers have little to fear. Official statistics show that of

a total of more than 220m U.S. gallons of table wine (red and white) sold in the U.S. last year only 55m U.S. gallons (25 per cent) was imported. But rates of growth of imports give an entirely different picture. Table wine imports showed a 22 per cent growth last year while American table wine sales grew by only 7 per cent.

Imports

The figures for the first half of 1978 serve only to strengthen the conviction of U.S. wine producers that imported wines are steadily taking a larger share of the U.S. market.

In the first half of the year sales of American table wines subject to tax rose to 120.6m U.S. gallons while sales of similar imported table wines increased to 35.7m U.S. gallons.

Italy heads the league for imported wine. It exported over 34m U.S. gallons to the U.S. last year with sales showing a 53 per cent increase in the first half of 1978.

France, Germany, Portugal and Spain have also continued to export more to the U.S. market. From 1972 to 1977 the supremacy of imported table wines in growth terms has been even more clearly shown. Imports increased by 49 per cent over the period while domestic wines increased by only 20 per cent. Most dramatically, during the five years Italy increased exports to the U.S. by 288 per cent and Germany by 127.9 per cent. American manufactured for-

tified wines totalled almost 70m U.S. gallons in 1977—a fall of 7 per cent over the previous year, compared to a fall of only 0.4 per cent in imported fortified wines which totalled 2.5m U.S. gallons in the same year.

Against this picture of a domestic market increasingly invaded by imported wines, exports of American wines are negligible. This has led to calls from people like Mr. William Dieppe, chairman of the Wine Institute, and chairman of Almaden Vineyards, for government action on trade barriers to ensure that American wine has the same opportunity to sell abroad as foreign nations have for selling wine in the U.S. Mr. Dieppe said in a recent speech that the State Department "must encourage the flow of trade from these shores as well as from the outside into our markets. He added, however, that he was not advocating protectionism—simply "equal opportunity."

Mr. Robert Gallo, chairman of E and J Gallo and Mr. Dieppe's predecessor at the Wine Institute, said during his retirement address recently that the U.S. wine industry must face a number of challenges and that if these were to be overcome the industry must become "more effective" than it had been in the past. He said he remained confident that the U.S. wine industry could cope with the challenges of wine labelling regulations and rising imports and emerge successful.

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Ref: 752/FT.

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FINANCIAL TIMES SURVEY

Thursday November 16 1978

مكتبة الأمل

German food and drink

Although much of West Germany's farmland is fragmented by a multitude of small, family-owned holdings, the general quality and quantity of produce is extremely high. The resilience of unpaid, part-time farmers is an important factor in Germany's agricultural excellence.

The key to top quality products

By John Cherrington

ALTHOUGH BOTH countries are of roughly the same area, West Germany's food production is materially higher than that of Britain. This is simply because the quality of German land is superior. It is estimated that there are some 2m hectares more arable land in the Federal Republic than there are in Britain, and in addition much of this is of extremely good farming potential.

This factor alone compensates for many of the inefficiencies which the conventional economist finds when studying the German farming scene. This is made up of a vast number of small, often fragmented farms, of which more than half are part or spare time. The areas where farms are more on the British size are mainly in the north, where the Code Napoleon, which ensured the division of a man's estate between his children, was not enforced with the same rigour as elsewhere.

Some of the fragmentation is due to the fact that in the

almost grotesque, with farms of 10 hectares being divided into 40 or 50 separate fields often kilometres apart. Successive Governments have tried to remedy this, but the process still has a long way to go, and in some cases the reorganised farms have been subdivided again, as the farmer's heirs have claimed what they consider to be their rights.

There is also in Germany an emotional attachment to land-owning, generally explained to the visitor by the often repeated fact or legend, that in the crisis years of 1923 and 1932 only those with land had enough to eat.

The standards of husbandry have always been extremely good in Germany. The big farms in Schleswig-Holstein are rightly an example to arable farmers everywhere, with their modern techniques. But these are replicated on the smaller farms which in many countries would not be considered worth farming as separate units at all.

The basis of this agricultural excellence, for that is what it is, is a combination of Government assistance to the farming sector, some would call it favouritism, and the anomalies of the EEC currency chaos. There is no doubt that the policy of German Governments since the war, of bringing instability to the country, has value of enormous dividends in social stability. Only in a few special areas, the old-time invasion routes through the Eifel Mountains for instance, applied against imports from

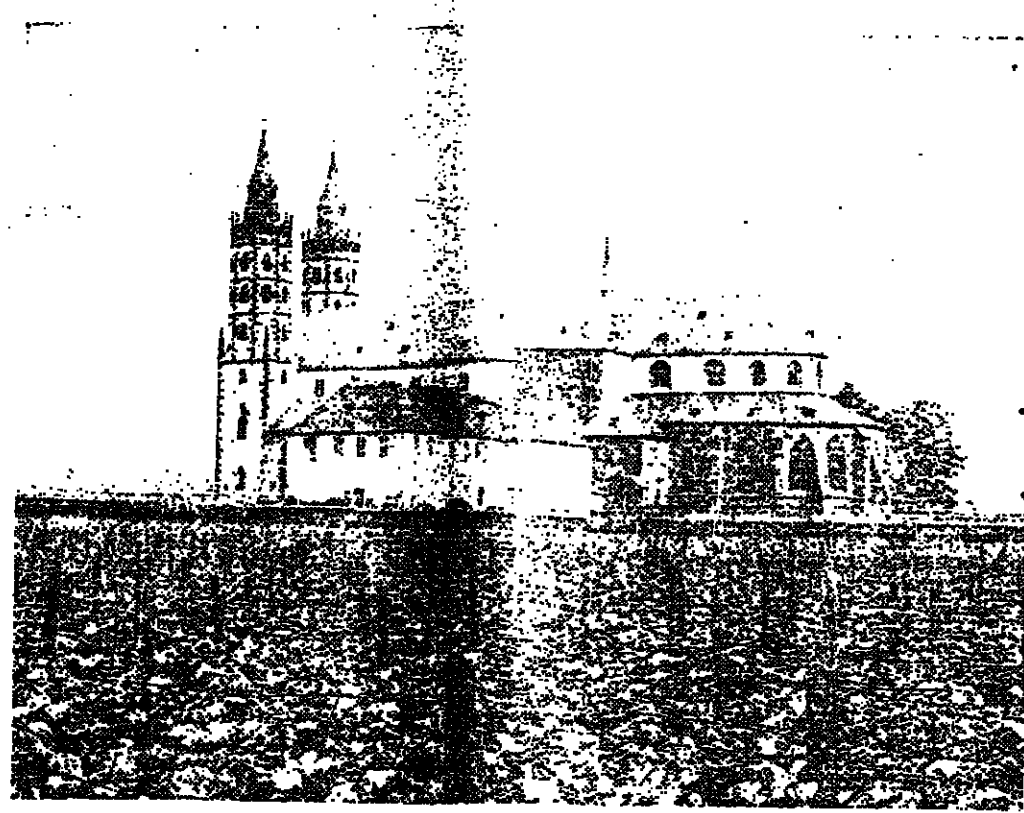
development worth talking of. Elsewhere German farmers have the opportunity of factory work either in the village or in a nearby town. This has meant that not only can small farmers have full or spare time employment, but that the families of full-time farmers do not have to leave the country to find work, even if not actively engaged in farming themselves. German Governments contend that this policy has restricted the proletarianism of many other industrial societies.

Factors

Factors

In production terms the importance of the part time and spare time farmers can be over-rated. It is estimated that they occupy 26 per cent of the land area and are responsible for 20 per cent of all production, leaving the full time farmers to produce 80 per cent of the country's output. Even so with these farms only averaging 22 hectares in size, their viability is due to other factors besides technical excellence.

Prices are paramount, and these are supported not only at EEC levels, but enhanced by the Monetary Compensatory Amounts designed to equalise the out prices as between member states in spite of currency fluctuations. The rise in the value of the Deutschmark against, say, the franc, should not be confused with the Green-mark on which farm prices are based. The result of this altogether is that food imports from Britain carry a combined levy of about 35 per



Langenbach's Liebfrauentrost vineyard in Worms, with the famous Liebfrauenkirche in the background.

In addition West German farmers enjoy the protection of exports from Germany to a supplier to the German market, complaints long and bitter that the high prices which German farmers enjoy are increasing production, higher, and more from what should be the richest market in Europe, Germany, they claim, should adopt the historic role of other industrial powers which used in costs in real terms.

import food in exchange for raw materials. Britain is an example the Germans show no signs of following.

There is a grey area of which some other Community countries complain. Although the passage of human beings across the border into East Germany is closely controlled, food and animals seem to suffer nothing like the same restrictions. Surpluses from the German Democratic Republic are allowed free entry and no check is really made of them. There were complaints at the time of the beef surplus crisis a few years ago, that much of the trouble was caused by imports from this source.

British farmers complain that with prices in many cases up to 40 per cent higher than their own, German farmers are spoilt. That these high prices are encouraging the overproduction which could well in the end swamp the Common Agricultural Policy out of existence, while the MCA's undermining their own markets. This is a natural reaction, but it should be said that in arguments of this sort little notice is taken of relative costs in the two countries.

In Germany labour costs are about double the British level in sterling terms, and the cost of inputs is in the main materially higher. But the fact is that, except on a few large farms, the employment of paid labour is almost nil, and that the labour force of family farmers and part-timers does not reflect current costs in real terms.

For instance in the pig industry German prices are running about the same level as those in Britain, while the cost of barley, a main feed ingredient, is 25 per cent higher. Such a situation would have brought an almost instantaneous reaction among British producers, with a fall in sow numbers and general cries of disaster. Although the German market has been in this situation for the past six months there has only just been a sign of a very slight reduction of sow numbers, and output overall is still rising.

Asset

The capacity of family labour to absorb punishment of this sort would be a considerable asset if ever the MCA defences which protect German farming were to be removed. The sophisticated labour intensive factory type farms, however, efficient in Britain, would, I believe, crumble in a competitive free for all with the German farming population, determined to remain farming albeit with the help of part-time work.

It is this resilience, which I believe to be West German farmers' greatest asset. Far more effective than the political strength they hold through the mechanics of the German system of proportional representation, which could in the end be eroded by the vagaries of democracy. That, of course, added to the excellence of the land and the good husbandry they practice on it.

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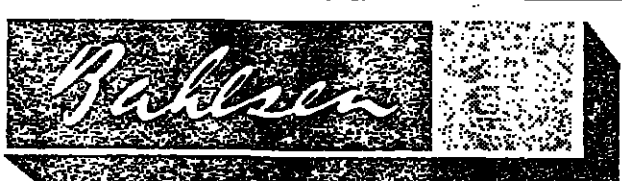


GERMAN FOOD AND DRINK II

Dairy industry suffering from over-production



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THE WEST German dairy industry is accused of being the main source of the Community's butter mountain, a charge indignantly refuted by German sources, who point out that the reason the country has the largest intervention stocks of butter is that the strength of the Deutschmark, insufficiently compensated for by the Monetary Compensatory system, attracts stocks from other member countries into the German intervention stores.

It is certainly true that the mechanics of the Common Agricultural Policy (CAP) do make for one European market, and there is scope for these movements. But the fact is that West Germany is at the present time producing more butter than the country can consume. The latest figure was 150,000 tonnes above present demand and some of it is being expensively exported to the British market, the only one in the world in deficit.

It would be unfair though to single out Germany as the main culprit in producing these milk surpluses. All countries are sharing in this to a degree, and it is estimated that total milk production of the EEC this year will prove some 17 per cent over probable demand.

The various measures introduced by the EEC to reduce this milk excess have had little effect in Germany as anywhere else in the Community. For instance, some 90,000 cows were supposed to have been removed from the national herd during the past year, helped by a premium scheme, but the latest census shows a fall of only 30,000—which could be no more than the seasonal variation. This demonstrates that it is almost impossible to stop milk production by any means short of shooting the cows, the farmers, and sterilising the land.

This is the case in most farming countries, but particularly applies in Germany where farms are small and the operators have no other forms of production which can return the same income as milk from the

farm's own resources. It is also the case that cowkeeping is particularly attractive to part-time farmers, who can leave the cows to be milked by their wives and families while they go to work.

There was a period about eight years ago when there was a temporary butter shortage in the EEC, and many observers thought that this heralded a decline in milk output generally. Farmers and their families were rebelling against the tyranny of milking cows, it was claimed and were going into industry everywhere.

Wrong

This view has been proved wrong in the event and although there has been a fall of 13 per cent in the number of cowkeepers between the years

1974 and 77, the number of cows has only dropped by some 0.6 per cent and the total output of milk deliveries has risen by 7 per cent, mainly thanks to an increase in yields per cow.

An increase of yield per cow has been a feature of German dairy farming since 1960, but even more significant has been the increase in the amounts delivered to dairies instead of being consumed at home in the production of calves, etc. These have risen from 4.3m tonnes in 1960 to 20m tonnes in 1977, and the trend is still continuing. This has undoubtedly been influenced by the farm market provided by the CAP intervention system.

At the same time the consumption of liquid milk has fallen over the period from 82 kilos a head to 52 kilos in 1976

and the consumption of other milk products such as cream and yoghurt—while showing slight increases—in no way make up for the fall in liquid intake.

Just as serious has been the fall in butter consumption by 24 per cent over the period. It takes between 25 and 30 kilos of milk to make a kilo of butter, and the 2 kilo fall in the consumption of butter per head means a loss to human consumption of another 50 kilos of milk consumption. The increase in cheese consumption of 4 kilos a head over the same period has rectified the position slightly. Cheese absorbs around 10 kilos of milk per kilo of cheese produced and so brings the deficit back to 10 kilos.

It does seem though that the increase in cheese consumption, which has been, like the fall in

milk and butter sales, common to most Community countries, is on how to do this are believed to be under consideration. It is not thought now that price reductions can possibly influence output, in fact, the short term they could stimulate yet more output as farmers reduced unit costs by producing more.

Blamed

As the holder of the biggest surplus up to now Germany has been blamed for "unloading" supplies on the British market in very considerable quantities assisted by the Monetary Compensatory amounts, and the total available could more than exceed the New Zealand quota of 120,000 tonnes which became due for renewal in 1980. So far no one knows the answer to this particular puzzle.

The EEC Commission is at its wits' end to stem the milk

to be taken. It is probable that the West German farmers would be able to overcome them at least as well as farmers in other countries. They have good high-yielding cows, are not as dependent on purchased compounds, and above all have a determination to remain in farming on a family labour basis which could outlast many more conventionally economic systems.

John Cherrington

Marketing agency's UK success

THE SUCCESS of West German food producers and processors in selling their food and drink products to the British household can be traced to a number of factors, in particular, Britain's membership of the European Economic Community. But without doubt one of the main reasons for the startling growth in sales of German foods in the UK—now over £550m, a sevenfold increase—is Germany's marketing agency the CMA.

The Centrale Marketing-gesellschaft der Deutschen Agrarwirtschaft—in English the Central Marketing Organisation for German Agricultural Industries—was set up by the German government in 1969 with the sole aim of improving the marketing of German food and drink both in the Federal Republic and abroad.

The CMA was set up with the help of Federal finance for the

first five years to help it become established to bring together the food and drink producers and processors to ensure that market demand was being created and fulfilled in the most effective way. Under the legislation setting up the CMA all producers and processors have to pay a certain sum towards its finances—the actual amount is based on a complex formula relating to the size and scope of the business, for example, the number of head of cattle held by a farmer.

The amount raised in this way—this year it provides the CMA with a total budget of £20m—is only a tiny proportion of the total value of sales of German food and drink both in the Republic and worldwide. But in return the German food and drink industry gets the benefit of what is claimed to be the most effective food marketing agency of its type in the world.

Increased

In fact no other country including the UK has anything as comprehensive as the CMA for marketing such a wide range of food and drink both at home and abroad. The CMA handles every type of German food and drink such as beer, sausages, bread, cheese, butter, cakes and biscuits with the exception of wine. But even so the CMA's efforts in increasing consumer awareness of German foods and drinks has inevitably increased the demand for German wine.

In return for the £20m allocated to the CMA each year the industry has a marketing operation in a network of offices around the world, including the U.S., Japan, Italy, Austria, France, Belgium, the Middle East and Britain. In Germany, the CMA has a full-time staff of just under 70 but its overseas offices have only a handful of permanent staff, preferring to use nationals on an agency basis where possible for one particular brand over promotions.

The CMA's UK office is located at the German Food

Centre in London's Knightsbridge. It is the only one displaying German food in the UK and although operated by the CMA it is financially independent of the agency, being a permanent showcase for all the food and drink products Germany offers and the CMA believes it is effective in showing German food in a real "selling" environment rather than in a "sterile" showroom.

About 60 per cent of the CMA's total budget is spent on marketing in Germany itself, with the remaining 40 per cent allocated to helping exports. According to Mr. Kurt Bettin, the CMA's director in Britain, the CMA has a wide variety of methods by which it carries out its basic task of promoting German food and drink sales in the UK.

The main job of the CMA is to provide a channel of communication between producers in Germany and importers and distributors in the UK. It does this by constantly monitoring those UK food sectors in which German products are, or might be, represented. The CMA informs and disseminates this information to both the German exporter and UK importer, help them more fully understand the particular UK sector where they are selling.

Again, as part of this function, the CMA has to keep in close touch with the UK retail and wholesale trades and feed them with any information about German food and drinks which may be of help and interest. This is carried out in a number of ways, such as trade exhibitions for new products. The CMA also provides study tours to Germany for retail buyers to visit factories, farms, and dairies.

The CMA also carries out a major advertising and media briefing programme on the merits of German food and drink but it does not promote one particular brand over another.

But probably the most important feature of the CMA's

activities in the UK is the in-store promotions it operates to encourage sales at the point of sale. "One of our strengths is that almost every distinct store food department is involved," points out Mr. Bettin. "Each individual promotion is discussed in detail with the particular retailer, wholesaler concerned and then tailor-made by the CMA to suit his requirements."

Training

The CMA provides training on German produce for retail provisions managers and staff at retailers' own training centres. And, says Mr. Bettin, in-store promotions are not simply off jobs. "Each promotion is undertaken," he says, "to build sales of German food and drink over the medium and long term as well as in the immediate duration of the promotion." But the CMA also acknowledges that a successful marketing operation is not simply based on organising a promotion through a group of retail stores, or cash-and-carry units. "Any real success in selling German products would be almost negated if we couldn't guarantee 100 per cent support from the importers," points out Mr. Bettin. "And I can say with absolute assurance that the CMA has a better and closer working co-operation with the importers of German food and drink than have other countries."

The success of the CMA's activities in the UK has made the British market the fastest growing in the world for German food and drink products. In 1971 the UK imported 110,000 tonnes of German food and drink, a mere 2 per cent of all West German food exports. By 1973 this had risen to 188,000 tonnes, representing some 3 per cent of German food exports.

But by 1976 the picture had changed dramatically with a record 697,000 tonnes of German agricultural products imported into the UK. Last

year the figure rose to 748,000 tonnes, accounting for a tenth of total West German food and drink exports. This has pushed the UK into fourth place behind Italy, Holland and France in the EEC importing countries' league table for German produce.

The most popular German food product in the UK is butter, accounting for over 7 per cent of the total UK market, with beer, the second most important product, with sales some 5 per cent above those of German wines. All the indications are that Britain will become the biggest importing country in the world for German beers by the end of this year, overtaking France.

While the CMA has been largely responsible for effectively marketing German food and drink in the UK, its success owes much to Britain's entry into the EEC in 1973. This meant that not only trade barriers and tariffs were reduced, the British consumer became more willing to try German foods because the price differential was narrowed. As the UK adjusted its food price levels to those of the EEC, it meant that German food became more price-competitive.

The growth of German food was also helped by a greater appreciation among consumers of the quality of German produce. But ironically an equally significant factor was the fact that the UK's food distribution and retail network is so effective that German producers are able to get their products into a number of UK stores and supermarkets. Once in the stores, however, the food and drink products are top sellers. "Retail groups who have come to us to get their first time have almost without exception claimed that the German food and drink promotion has been the biggest selling and the most exciting they have ever run," says Mr. Bettin.

David Churchill
Consumer Affairs Correspondent



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More meat exported to UK

THE BRITISH, who for centuries have ploughed their way through mountains of roast beef and Yorkshire pudding with a certain fear and loathing (leaving until recently, when for the first time cheese exports surged ahead and relegated roasts to fifth place).

Chinese, Mexican, Indian, Japanese and — increasingly since our entry to the EEC — European food has been bought in greater quantity. Before Britain joined the Common Market, West Germany exported little to the UK. But a reduction of one-fifth in duty until its eradication last year, plus a low rate of inflation, has brought a touch of Germany to the British consumer.

Something in the region of 1,420 tons of German meat and sausage were imported in Britain in 1971. Then, total UK imports were a mere 3 per cent of all West German food exports.

Since then, however, sausage and meat imports to the UK have climbed steadily. Last year we ate around 5,500 tons of German meat and sausage, including tinned meat. Of that, 4,122 tons were pre-packed and loose cooked meat and sausage, an increase of 71 per cent on 1975. The figure for this year looks likely to exceed 5,000 tons, excluding tinned meat. Up to the end of September over 3,640 tons were imported, making Britain the second biggest buyer of German meat and sausage

after the Netherlands. Cooked meats and sausages were fourth in the total West German food and drink export league until recently, when for the first time cheese exports surged ahead and relegated roasts to fifth place.

The West Germans have marketed their product not so much on price—which in some cases can still be double that of a British product—but on quality and difference.

There are strict regulations governing the manufacture and content of meats and sausages. The Federal authorities with the co-operation of manufacturers, consumers' and nutritionists compiled a "White Book for Food" which stipulates the exact ingredients and raw materials for foodstuffs and lists optional additions. Sausages and cold cut meats are also registered and at least 141 types of boiled and raw sausages have been defined.

These guidelines by no means standardise the different varieties of sausage. The only general rule is that German meats and sausages contain no flour, starch, artificial colouring or preservatives of any kind and that all German sausages are 100 per cent meat.

There are four kinds of meat and sausage made by the West Germans: smoked meats, pre-served sausages, scalded sausages and boiled sausages. Most of the meat and sausage coming into Britain is pre-

packed for delicatessens, the catering trade, industrial canteens, other small outlets and big chain stores such as Marks and Spencer and British Home Stores, which buy German meat and sausage for their own label brands.

Major supermarkets, which take most of meat and sausage imports, however, buy in bulk and package some of the products in Britain. Other big outlets are big department stores' food halls, and they, like supermarkets, purchase their meat and sausage selections directly from the main importers.

One of the biggest importers is Arland, followed by its sister company, Herta, Nolke, which operates a distribution network, deals only in sausages. The fourth leading importer is Stackmeyer.

German cooked meat and sausage is now sold throughout Britain. The Central Marketing Organisation for German Agriculture (CMA) runs year-round advertising campaigns to boost sales. Apart from a generic advertising campaign, CMA also promotes meat and sausage products by setting up supermarket food tastings in 1,500 outlets.

Although there are around 1,500 varieties of sausage alone available in West Germany, many of them are only made in small regions and in such small quantities that it would not be economically viable to export.

In Britain, some of the most popular brands of sausage included in the preserved sausage or rohwurst variety are salami, tesowurst and cervelat. They are long-life sausages which have been preserved by smoking and air drying.

The British-made or sealed sausages include the famous frankfurter and bockwurst. These are the finely minced meat sausages which are only slightly smoked and then sealed.

The last range of sausages available are the boiled, or Rockwurst sausages, which are liver, tongue and blood sausages and brawn, which are steam cooked or boiled. These include sunnenwurst, stollenwurst and leberwurst.

The smoked or prepared meats fall very much into the minority. One of the most popular meats is Westphalian ham, although other eye-catching names such as knockschinken, kassler, rippensteak, and Lachsschinken are produced. It is unlikely, CMA says, that the variety of meat and sausage products will stretch to other products, but projected sales look good. Within the next couple of years the German meat and sausage varieties will have all really caught on CMA claims. If not through generic advertising—then, at least, by word of mouth.

Colleen Toomey

1978 vintage 'better than predicted'

AS WITH many other things in volume terms, behind Italy, 150m bottles) to about 130 22 per cent on 1976. The UK im- ports showed a slight fall of 1 per cent. They were 5.24m gallons.

Canada took 2.64m gallons of German wine, up 44 per cent on 1976; the Netherlands 1.98m gallons, up 18 per cent; Denmark 1.52m gallons, down 6 per cent; Sweden 1.12m gallons, down 2 per cent; Japan 616,000 gallons, up 17 per cent; the Benelux countries 572,000 gallons, down 10 per cent; Australia 440,000 gallons, up 25 per cent; and Eire, 220,000 gallons, up 1 per cent.

This shows the importance of the UK as a market for German wines, because it accounted for more than 20 per cent of all wine exported last year. And the British actually drank about twice as much a head when the populations of the top importing country, the U.S. and the UK are compared.

However, in 1977 Germany were headed by the U.S. which exported a little over 25m. last year imported 9.46m gallons of wine (that is around of German wine, an increase of

the top ten export markets

the UK and Henninger Kaiser Pilsner. Courage claims both beers are selling well and adds that although there are no plans at present to brew either beer in the UK this might happen at some future stage.

In addition to the Diat Pils and Pilsener, Courage is test marketing Satzenbrau Pils developed by the Harp consortium and brewed in Ireland. Dortmund Union, Germany's largest brewery owned in part by the Bayerische Hypothek and Wechsel Bank and the Dresdner Bank, markets two beers in Britain which are sold through the Victoria Wines off-licence group, and which are widely available in Indian restaurants. Dortmund Union Pils is a medium strength beer (104°), while the Spezial beer has a higher strength and is sold in bottles and cans.

There are five other German beers available in the UK. Beck's, the Bremen brewers, is the most widely sold German beer selling in 140 countries throughout the world. Beck's beer is sold through off-licences and independent breweries in Britain and is available in bottles and cans.

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price stability in the wine trade in Germany which has allowed exports to be built up.

To give some perspective to the progress in the UK you can look back to 1970 when sales of German wine amounted to around 8.8m bottles. That represented 8 per cent of the total market for light wines. Last year's sales of 31.5m bottles gave Germany 23 per cent of the total light wine market.

More important to the producers, perhaps, is the growth in Germany's share of the cash from total sales. In 1970 German wines accounted for 12 per cent of the value of all light wines imported to the UK and last year this value share had grown to 20 per cent.

But last year was a difficult one for German wines in the UK. The excellence of the 1976 vintage coupled with a weak pound made the search by British shippers for the less expensive German wines an almost hopeless task.

UK consumers were also feeling the squeeze on the pound in their pocket and in 1977 price played an important part in the decision about which wine to buy.

The shortage of cheaper wine in Germany led to some marketing problems in the UK for a while. The German merchants searched for ways to make up for the absence of their home-produced types. So more and more of them turned to blending wines from other Common Market countries in an attempt to come up with an acceptable substitute.

When some of this wine arrived in Britain in the traditional German-style bottles, bearing labels with the Gothic at times, Germany has never experienced inflation even approaching double figures. German wine growers are apologetic if their prices move up by 2.5 per cent. It is this

was, according to the label,

"produce of the EWG," which indicates to the German customer it is wine of the EEC but does not mean much to the average British drinker.

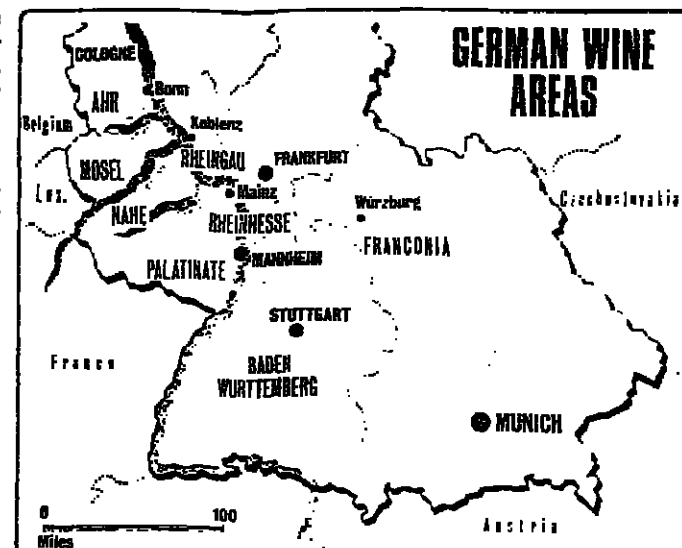
The importers of German wine to the UK were somewhat concerned. After all, they had the reputation of German wines at heart and did not wish to see it damaged in any way. So they drew up a code of conduct about such things as the labelling of the blended Common Market wines from Germany, and this has gone a long way towards preventing customers from being misled. For example, the origins of the wine have to be explained in the language of the country of sale. So bottles of EEC blends to be sold in Britain are now quite clearly labelled "wine from EEC countries."

The 1976 harvest, which produced an extraordinarily high proportion of top-graded wines, was, fortunately for producers and consumers, followed by a good commercial harvest last year—one in which elegant and fresh wines were available in good quantity.

This has already been reflected in the imports to the UK, which in the first six months of 1978 rose 20 per cent in volume to 2.8m gallons (about 16.5m bottles).

The wine laws of Germany are the most comprehensive and complicated in Europe and are also the strictest. The quality control is reflected on the label of any bottle. German wines have been restricted to three qualities since the regulations were tied up at the beginning of the 1970s: there is Tafelwein (table wine), Qualitätswein (quality wine) and

Prädikat, the highest classification, and one that can be roughly translated as "quality with distinction," with "distinction" being used in the sense of



a degree or qualification that fine German white wines achieved with honours. There are five "distinctions" within this last category: Kabinett, Spätlese, Auslese, Beerenauslese, and Trockenberenauslese.

Some of the greatest white wines in the world are produced in Germany, some of the best white table wines and some of the strangest reds—most of the reds are so light-bodied they look like roses and taste like whites.

The British drinker has a tendency to indulge in table wine only when he is having a meal and this complicates life somewhat. For the finest German whites are better sampled on their own rather than as an accompaniment to food, although it has been suggested that they go well with a ripe peach, some other fruit dishes or dessert.

But my colleague, Edmund Penning-Roswell, the Financial Times wine columnist who knows as much as anyone about such things, once advised me

Kenneth Gooding

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Paul Taylor

Big demand for German beers

BRITAIN IS poised to become West Germany's biggest beer export customer this year, with German beer ranking second only to Irish beer imports by volume.

The spectacular increase in German beer sales in the UK during recent years is the result of several factors, including an initial low base level, wider and more effective distribution, promotion and, perhaps most importantly, the general growth in sales of lagers.

According to the Central Marketing Organisation of German Agricultural Industries (CMA), the UK imported 50.8m (11.2m gallons) of German beer in 1977, an increase of 36 per cent over 1976. This placed Britain second to France, the German beer export league.

However, Mr. Kurt Bettin, Director of CMA (UK), predicts that the figures for 1978 will reveal a 40 per cent increase in German beer exports to the UK over 1977, taking the total German beer imports of canned, bottled and draught premium lagers to 70m litres (15.4m gallons). Three years ago, Mr. Bettin says, it was difficult to persuade store managers to include German beer in promotions. Now that situation has "totally changed".

Most of the growth, he claims, has actually come through retail sales in supermarkets, although the greatest share of sales volume still comes from public houses. German beer, although referred to as a lager, bears little resemblance to British lager. Indeed Mr. Bettin prefers to talk of it as "lager-type" beer.

Historically, German beer production is controlled by "purity laws" (Reinheitsgebot) with individual beers distinguished by strength. With the exception of einfaßbier (plain beer) German beers are much stronger than the majority of English beers.

The German industry itself is highly fragmented and largely based on regional or even city brews. Dortmund Union-Schultheiss Brauerei is the largest brewer in the country (and the second largest brewery group in Europe) producing 8m hectolitres a year, with sales in 1976 of DM 1.1bn, a slight fall over the previous year.

Brewers

However, it is estimated that there are between 1,600 and 1,800 individual brewers in Germany, compared to about 160 in the UK. Although the bulk of the total annual German beer production of 93.5 hectolitres (2bn gallons) is manufactured by a small number of larger brewers fewer than 25 per cent of German brewers have an annual output of more than 1m hectolitres.

It is this fragmentation of the German brewing industry, coupled with a per capita consumption averaging about 150 litres a year, making Germany the EEC's biggest beer market, which led British brewers in the early 1970s to predict a bright future in the German industry.

In 1973 Watney Mann paid £18.5m for a 76 per cent stake in the Stern Brauerei Carlsberg company, one of the 10 largest breweries in Germany, and predicted that rationalisation "was inevitable".

However, since then there have been no major mergers in the industry despite somewhat sluggish sales among the leading brewers. The reason for this appears to be a previous failure to recognise the intensely local nature of the West German brewing industry and the innate conservatism of the West German drinking public.

This is perhaps demonstrated by considering the fact that in Cologne they drink "koelsch", a light beer, only a few miles up the road, the local Holsten Diat Pils. The company brew is "alt"—a rich dark old beer—although because of the competition local beers have made it difficult for the West German companies to put their beer to rest.

The most recent German beer brand to reach the UK market is Henninger brewed at Frankfurt, where the company has an annual production of about 2bn hectolitres, and distributed in Britain by Courage. Two Henninger produced products are at present on sale in the UK. Henninger Diat Pils, aimed once again at the Holsten market in

the UK and Henninger Kaiser Pilsner. Courage claims both beers are selling well and adds that although there are no plans at present to brew either beer in the UK this might happen at some future stage.

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FARMING AND RAW MATERIALS

U.S. sugar crop rise forecast

WASHINGTON, Nov. 15. U.S. PRODUCTION of cane and beet sugar will rise 200,000 short tons to about 6.1m in 1979-80, while the sugar beet crop will advance 4.4 per cent to around 26m tons, according to U.S. Agricultural Department economists, Thomas Little and Fred Gray, reports Reuters.

They told the USDA's outlook conference that beet sugar from the 1978-79 crop is expected to total about 3.3m tons, raw sugar equivalent, up from 3.1m in 1977-78.

Sugarcane acreage for harvest will total about 753,000 acres in 1978-79, down slightly from 1977-78, but the 1978-79 crop is expected to be between 3.1m and 3.3m tons, down from 3.5m in 1977. Cane sugar deliveries are estimated at 7.6m to 7.8m tons, raw sugar equivalent.

U.S. sugar imports in 1978 will total about 4.2m tons.

Our Commodities Staff writes: London sugar futures prices rose modestly yesterday with the March position closing 20.975 higher at £12.925 a tonne.

Dealers said, however, that there was no fresh fundamental news to explain the rise.

Britain attacks butter sale to Russia

BRUSSELS, Nov. 15. THE EEC Commission today confirmed that it has reserved its judgment until next Thursday on a French request that it should allow the export of butter to Russia.

The request was made by the Commission's management committee late last Friday. Subsequent inquiries revealed that the butter was destined for the Soviet Union, and the matter was referred to the Council.

The Commission, which was formally censured by the European Parliament in March last year for permitting the heavily subsidised sale of 250,000 tonnes of butter to the USSR by M. Jean Maitre-Ducasse, a prominent French agricultural exporter.

The EEC butter mountain currently stands at 250,000 tonnes in public storage, and 275,000 tonnes in private storage. With the EEC intervention price at 235.72 units of account per 100 kg and the world price at 71.2 units of account per 100 kg, an export rebate of 164.52 units—100kg (just over £1 per kilo) is indicated.

Christopher Parkes writes: Mr. John Silkin, the UK minister, will go to next week's Council meeting to press for the use of his powers to prevent the deal from going through, officials said.

He said in a television interview that the proposed sale was a "disgrace" and that the EEC should not be seen to be subsidising the export of its products. This would discourage overproduction and encourage consumers to eat more.

Over-production and high prices have led to further increases in the Community butter stocks. The "mountain" held in official cold stores represents enough supplies to keep Britain going for almost 18 months at present rates of consumption.

Under the draft agreement between EEC and USSR, 14,000 tonnes of USSR butter would come from France and another 6,000 tonnes from Ireland.

New peaks in cocoa market

By Our Commodities Staff

COCOA PRICES on the London futures market rose sharply yesterday with nearby positions ending at new 1978 highs.

The March quotation climbed to £2,145 a tonne at one stage and ended the day £253 up on the basis at £2,124 a tonne. March cocoa has now advanced by £120 in the last four trading days.

Market sources said yesterday's rise was mainly due to technical factors. Speculative buying has gained momentum encouraged by "bullish" chart patterns and there has been a good deal of covering against earlier "short" sales.

The market was also boosted yesterday by reports that the Nigerian crop estimate had been reduced to 120,000 tonnes from a recent prediction of 130,000.

Further upward pressure was provided by rumours of increased Eastern European buying against a background of reduced producer selling.

The late fall was attributed mainly to profit-taking.

GRANTON PORT CLOSURE

Grim cost of fish impasse

BY RICHARD MOONEY

THE GRIM cost of the continuing struggle over EEC home fisheries policy was brought home forcefully to 150 trawlermen and onshore workers at the Scottish East Coast port of Granton earlier this month.

A decision by William Liston, a Boyd Line subsidiary, to cease trading will eventually throw these people on to the dole queue because of the significant impact of the death of a once-thriving port.

At its peak just after the last war, Granton port boasted 50 trawlers and gave employment to some 1,000 people. But Liston was the last remnant of the local industry, and despite desperate attempts to keep the port going in the face of ever-diminishing fishing opportunities, the company was forced to throw in the towel following the announcement last month of tighter government controls on south-west coast mackerel fishing.

Most of the workforce has already been paid and the 25 shore-based employees kept on to assist with the wind-up of the company will be gone by Christmas.

Mr. Menzies Liston, the managing director, said: "No doubt where the blame lay. The Government has failed to face facts. Unlike other EEC agreements, it has given no incentive to keep the fishing industry viable in the face of its insupportable short-term difficulties."

Mr. Liston was fully behind the tough negotiating stance adopted by Mr. John Silkin, the UK fisheries minister, in Brussels.

He said: "The Government has failed to face facts. Unlike other EEC agreements, it has given no incentive to keep the fishing industry viable in the face of its insupportable short-term difficulties."

ing fleet to benefit from any even-tempered Common Fisheries Policy deal, no matter how advantageous it appears. He said he would be surprised if his company proved to be the only one in such desperate straits.

Liston's problems have been typical of those dogging the UK fishing industry in general. The worldwide switch to 200-mile limits has reduced catching opportunities in distant waters, while EEC membership has restricted British trawlers getting full benefit from the extension of UK limits.

To make matters worse, stock depletion due to serious overfishing in the past has forced the EEC and the UK to impose stringent controls on catching levels. Fishing for some stocks, such as North Sea and West of Scotland herring, has been banned altogether.

In common with other trawler operators, William Liston has been forced to look for alternative sources of income. The company's seven trawlers, whose traditional catches were cod, haddock, whiting and herring, have been sent to catch sprats and sand eel, without a sufficiently strong fish-

ing fleet to benefit from any even-tempered Common Fisheries Policy deal, no matter how advantageous it appears. He said he would be surprised if his company proved to be the only one in such desperate straits.

Liston's problems have been typical of those dogging the UK fishing industry in general. The worldwide switch to 200-mile limits has reduced catching opportunities in distant waters, while EEC membership has restricted British trawlers getting full benefit from the extension of UK limits.

To make matters worse, stock depletion due to serious overfishing in the past has forced the EEC and the UK to impose stringent controls on catching levels. Fishing for some stocks, such as North Sea and West of Scotland herring, has been banned altogether.

In common with other trawler operators, William Liston has been forced to look for alternative sources of income. The company's seven trawlers, whose traditional catches were cod, haddock, whiting and herring, have been sent to catch sprats and sand eel, without a sufficiently strong fish-

two stern trawlers would, from November 5, have suffered a 57 per cent cutback in catches at which level their earnings would have been insufficient to continue subsidising the company's other vessels.

With no other choice the company folded. The stern trawlers will now work from another base but the side-trawlers have had to be laid up.

In the statement announcing the closure decision Liston revealed that its vessels had been losing £2,000 a day in the north east since summer season.

"Combined with the severe decline in catches of near and middle water fleet caused by overfishing by our Continental partners and restrictions at Faroe, the company cannot afford to sustain the losses being made," the company said. "We have no option but to stop all vessels which are not operating profitably."

Mr. Liston sees no possibility, moreover, of the port ever being revived. "Once the men, boat and gear are gone, they will be lost to Granton for ever," he said. He added that it would be a relatively short time before physical decay put the port's facilities beyond repair.

For his former employees he was slightly more hopeful. "The trawlermen should be able to get jobs at Aberdeen," he said. But he admitted that as more and more vessels are laid up or scrapped around the British coast it must become increasingly difficult for displaced fishermen to find their traditional skills. The message is clear—if Mr. Silkin is successful in Brussels Britain could well find itself with a generous allocation of fish, but no way of catching them.

UK demand for soya meal slows down

UK DEMAND for nearby supplies of soyabean meal is reported to have slowed considerably this week.

Shortfalls created by UK processing plants production losses have virtually been covered by supplies transhipped from the Continent, brokers said.

A fair amount of European buying took place during the dollar crisis and although currency advantages have since disappeared Europe may find itself with a surplus around December.

Traders generally anticipate heavier demand for soyabean meal in the U.S. and note that weather permitting, larger soyabean crops are forecast for South America.

In Washington, it was forecast that U.S. production of oil will be held back in 1979 due to lower output of tallow and animal fats. But more soyabean oil will be produced, according to Alan Holz of the U.S. Agriculture Department's Foreign Agriculture Service, Washington.

Metals hit by new 'sell off'

BY JOHN EDWARDS, COMMODITIES EDITOR

A FURTHER "sell off" in lead by speculators caused a general fall in London base metal markets yesterday. Cash lead closed £15 lower at £377.5 a tonne, making a loss of nearly £50 in the last three days.

Traders said yesterday that the lead shortage of lead supplies available to the market, as confirmed by the cash price remaining at a premium over the three months quotation. But speculators, who helped to push prices up, have evidently decided the time has come to take their profits, or cover potential losses in what is seen as an overbought market.

Cin prices were also under pressure again, as the Peking market unexpectedly fell sharply on Tuesday night despite a rally in London previously.

Standard grade cash tin lost £25 to £7,625 a tonne at the close. Cash zinc fell by £4.75 to £338.25 a tonne following the trend in lead. Copper was also affected by a downward move in the New York market, and cash wheats closed £2.25 lower at £731.25 a tonne.

A fall in refined copper con-

sumption in the Western world next year is predicted in the latest issue of Copper Trends, issued by Amalgamated Metal Trading, London metal brokers.

It estimated that demand will be down by 118,000 tonnes in 1979 due to a fall of around 130,000 tonnes in U.S. consumption, but then expects demand to rise by nearly 380,000 tonnes to 7.5m tonnes in 1980.

The report forecasts that by mid-1979 the slowdown in U.S. consumption will have become more severe and that Western Europe similarly affected there will be a sharp downward reaction in prices at that time from a level of about 75 cents a pound.

However, it adds that it is likely by next spring that a sharp technical recovery in the U.S. dollar and a possible rise in the balance of payments outlook for the U.K. would push sterling under pressure and provide support for the London price of copper.

Refined production of copper is forecast to increase in 1979 by 150,000 tonnes to 7.1m tonnes as a result of increased capacity in

Norway fish talks fail again

BY FAY GJESTER

NORWAY and the EEC have failed in a second attempt to reach agreement on reciprocal fishing rights next year, after two days of talks here this week.

The meeting followed fruitless negotiations in Brussels last week. A third round of talks will be held — again in Brussels — sometime next week.

A Norwegian Fishing Ministry spokesman conceded that little progress was being made, partly because the two sides could not agree on principles for fixing quotas.

The EEC representatives

seemed to have been taken back at Norway's demand for gradually increasing quotas in North Sea waters, starting next year. Norway, on the other hand, is dissatisfied because it foresees relatively easy negotiations this year, following preliminary talks early in October between EEC fisheries commissioner Finn Gundelach and the Norwegian Minister of the Sea, Mr. Jens Evensen.

Mr. Gundelach and Mr. Evensen agreed that a new catch quotas and setting catch limits for the fish population that swims back and forth between zones. This concept,

which would define where each species actually "belongs", would have given Norway a larger share of the North Sea catch and reduced the importance of "historic rights" in justifying claims by EEC fishermen.

Apparently, however, Mr. Gundelach did not inform Brussels officials about this new principle, and its likely consequences. The result has been that there is deep disagreement between Norway and the EEC on the division of shared species.

To bring the two sides closer together, it has been agreed that a joint working party will try to clarify the new principle.

UK delegation ends visit

BY HILARY BARNES

COPENHAGEN, Nov. 15. A DELEGATION representing British fisheries organisations completed a three-day visit to Danish fishing ports today. The visit was in return for a visit by Danish fishermen to the UK earlier this year.

In addition to exchanging views on North Sea fisheries policy, Danish fishermen endeavoured to convince the UK delegation that systems for controlling by-catches of table fish in the North Sea fisheries are efficient and that the Danish fishing vessels do not exceed the permitted by-catch quotas.

COMMODITY MARKET REPORTS AND PRICES

BASE METALS			
COPPER—Basis in London trading in the London Metal Exchange			
	Official	Unofficial	1978
Wirebars	755.5-756.5	751.5-752.5	751.5
Sheet	755.5-756.5	751.5-752.5	751.5
Cast	755.5-756.5	751.5-752.5	751.5
Aluminium	755.5-756.5	751.5-752.5	751.5
Lead	755.5-756.5	751.5-752.5	751.5
Zinc	755.5-756.5	751.5-752.5	751.5
Steel	755.5-756.5	751.5-752.5	751.5
Iron	755.5-756.5	751.5-752.5	751.5
Coal	755.5-756.5	751.5-752.5	751.5
Oil	755.5-756.5	751.5-752.5	751.5
Grain	755.5-756.5	751.5-752.5	751.5
Wheat	755.5-756.5	751.5-752.5	751.5
Barley	755.5-756.5	751.5-752.5	751.5
Oats	755.5-756.5	751.5-752.5	751.5
Rye	755.5-756.5	751.5-752.5	751.5
Maize	755.5-756.5	751.5-752.5	751.5
Soyabean	755.5-756.5	751.5-752.5	751.5
Wheat	755.5-756.5	751.5-752.5	751.5
Barley	755.5-756.5	751.5-752.5	751.5
Oats	755.5-756.5	751.5-752.5	751.5
Rye	755.5-756.5	751.5-752.5	751.5
Maize	755.5-756.5	751.5-752.5	751.5
Soyabean	755.5-756.5	751.5-752.5	751.5

PRICE CHANGES

Price in tonnes unless otherwise stated	1978	1979	1980
Aluminium	710	710	710
Copper	710	710	710
Lead	710	710	710
Steel	710	710	710
Iron	710	710	710
Coal	710	710	710
Oil	710	710	710
Grain	710	710	710
Wheat	710	710	710
Barley	710	710	710
Oats	710	710	710
Rye	710	710	710
Maize	710	710	710
Soyabean	710	710	710

WOOL FUTURES

Price in cents per lb unless otherwise stated	1978	1979	1980
Wool	100	100	100
Wool	100	100	100
Wool	100	100	100
Wool	100	100	100
Wool	100	100	100
Wool	100	100	100
Wool	100	100	100
Wool	100	100	100
Wool	100	100	100
Wool	100	100	100

U.S. Markets

Price in cents per lb unless otherwise stated	1978	1979	1980
Wheat	100	100	100
Barley	100	100	100
Oats	100	100	100
Rye	100	100	100
Maize	100	100	100
Soyabean	100	100	100
Wheat	100	100	100
Barley	100	100	100
Oats	100	100	100
Rye	100	100	100
Maize	100	100	100
Soyabean	100	100	100

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COFFEE

Price in cents per lb unless otherwise stated	1978	1979	1980
Coffee	100	100	100
Coffee	100	100	100
Coffee	100	100	100
Coffee	100	100	100
Coffee	100	100	100
Coffee	100	100	100
Coffee	100	100	100
Coffee	100	100	100
Coffee	100	100	100
Coffee	100	100	100

GRAINS

Price in cents per lb unless otherwise stated	1978	1979	1980
Wheat	100	100	100
Barley	100	100	100
Oats	100	100	100
Rye	100	100	100
Maize	100	100	100
Soyabean	100	100	100
Wheat	100	100	100
Barley	100	100	100
Oats	100	100	100
Rye	100	100	100
Maize	100	100	100
Soyabean	100	100	100

SILVER

Price in dollars per oz unless otherwise stated	1978	1979	1980
Silver	100	100	100
Silver	100	100	100
Silver	100	100	100
Silver	100	100	100
Silver	100	100	100
Silver	100	100	100
Silver	100	100	100
Silver	100	100	100
Silver	100	100	100
Silver	100	100	100

RUBBER

Price in cents per lb unless otherwise stated	1978	1979	1980
Rubber	100	100	100
Rubber	100	100	100
Rubber	100	100	100
Rubber	100	100	100
Rubber	100	100	100
Rubber	100	100	100
Rubber	100	100	100
Rubber	100	100	100
Rubber	100	100	100
Rubber	100	100	100

SOYABEAN MEAL

Price in cents per lb unless otherwise stated	1978	1979	1980
Soyabean meal	100	100	100
Soyabean meal	100	100	100
Soyabean meal	100	100	100
Soyabean meal	100	100	100
Soyabean meal	100	100	100
Soyabean meal	100	100	100
Soyabean meal	100	100	100
Soyabean meal	100	100	100
Soyabean meal	100	100	100
Soyabean meal	100	100	100

SUGAR

Price in cents per lb unless otherwise stated	1978	1979	1980
Sugar	100	100	100
Sugar	100	100	100
Sugar	100	100	100
Sugar	100	100	100
Sugar	100	100	100
Sugar	100	100	100
Sugar	100	100	100
Sugar	100	100	100
Sugar	100	100	100
Sugar	100	100	100

MEAT/VEGETABLES

Price in cents per lb unless otherwise stated	1978	1979	1980
Meat	100	100	100
Meat	100	100	100
Meat	100	100	100
Meat	100	100	100
Meat	100	100	100
Meat	100	100	100
Meat	100	100	100
Meat	100	100	100
Meat	100	100	100
Meat	100	100	100

MEAT/VEGETABLES

Price in cents per lb unless otherwise stated	1978	1979	1980
Meat	100	100	100
Meat	100	100	100
Meat	100	100	100
Meat	100	100	100
Meat	100	100	100
Meat	100	100	100
Meat	100	100	100
Meat	100	100	100
Meat	100	100	100
Meat	100	100	100

MEAT/VEGETABLES

OFFSHORE AND OVERSEAS FUNDS

[illegible]

FOOD-GROCERIES—Cont.

BRITISH FUNDS

1978 High Low	Stock	=	1-ori - incl	Yield Rate
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ENGINEERING—Continued

[illegible]

36	Alumina	96	-2	4.33	4.2	5.5
37	Enamel	54	-1	142.13	67	5
32	Household	47		2.37	2.8	7

[illegible]

15	Super Index 30p	21	0.89	3.9	8.
45	Cornercroft 30p	65	414.21	1.4	9.
51	Route Group	35	12.46	1.4	10.

46	Crown Hucse	60		3.4	1.9	8.7
27-6	Trommsen 78-94	178	-6	Q34.5	6.7	4.7
32	Koch's Covert.	11		11.27	6.4	4.7
12	Wright's 1st	22		11.27	6.4	4.9
10	Duck & Met A Tip	22		110.67	6.5	4.4
10E	Dog Corp.	144	-7	115.53	3.1	5.5
18	Decision 10P	27		115.53	0.6	5.5
62	Delta Metal	681		5.10	1.7	1.1
37	Demaris L.H. 10P	42		12.86	2.26	1.2
147	Bernard 50p	150		10.12	1.2	1.2
13	Chapman 10P	134		9.40	1.3	6.6
15	Duckworth 10P	31		112.32	1.2	1.1
150	Drake & Sonll	36		21.02	2.2	2.2
10	Durfee Steels	115	-1	5.41	7.7	7.7

61	Duport	63	14.56	26	10
26	Edro: Hides	225	+8	6.35	3.8
39	Ellett: B	145	+3	5.41	4.4

75	Erg. Card Cloth	95	95	3.03	5.31	4.1
78	Erg. Industries	95	95	14.87	3.0	8.8
79	Expanded Metal	95	95	13.74	1.88	7.7
81	Farmer (S.W.)	134	82	17.59	1.3	10.2
82	Farm. Equip. & Sup.	95	95	5.20	1.0	4.2
83	Felt Hat	25	25	1.39	3.0	3.0
84	Felt Hat - 10 up	95	95	23.42	4.0	8.7
85	Franz Inc.	81	81	14.21	3.1	7.5
86	Fuel Oil	78	78	14.67	2.8	12.2
87	Gordon Eng. 10p	14	14	0.34	—	—
88	Gen Eng. Road 10p	14	14	8.20	1.4	14.2
89	Gilwell	102	75	—	—	—
90	Glen	75	75	6.30	2.2	9.2
91	Glen	99	99	1.30	2.1	2.1
92	Grass & Equip.	99	99	6.30	2.2	9.2
93	Grass & Equip.	99	99	6.30	2.2	9.2
94	Grass & Equip.	99	99	6.30	2.2	9.2
95	Grass & Equip.	99	99	6.30	2.2	9.2
96	Grass & Equip.	99	99	6.30	2.2	9.2
97	Grass & Equip.	99	99	6.30	2.2	9.2
98	Grass & Equip.	99	99	6.30	2.2	9.2
99	Grass & Equip.	99	99	6.30	2.2	9.2

248	262	-6	15.80	1.6	9.0
21	28		12.03	1.3	10.0
28	105		17.82	1.0	11.0

[illegible]

58	James & Cahill	67	130	4	29
59	Johnson & Firth	69 ¹	-1	476	17 10.3
63	Long Group 10p	64	363	4	8.5

136	James Simpson	150	15.46	3.4	5.4
137	Lauri Gorn	97.1	12.94	3.5	4.5
47	Lake & Elliot	54.8	-2	3.3	10.8
45	Laine Peters, 10p.	4	3.3	2.1	10.8
46	Lee & Gaudin	23.2	1.3	2.1	10.8
29	Lee & Gaudin	63.1	14.37	1.7	4.7
29	Lings	33	d2.5	0	1.3
64	Lloyd H. B.	65	5.39	2.0	12.4
14	Luchina T. Sp.	18.1	0.88	2.0	7.1
232	Do "A" Sp.	17.2	0.88	3.7	7.5
109	Lundberg & Smith	162	16.75	3.0	9.9
88	M. L. Holdings	5	-5	3.0	2.8
88	Mancini Bros.	252	25.1	2.0	4.4
88	Mancini Bros.	287	28.7	2.0	4.4

84	Werkstoffe	91	553	4	9.1
11	Werkstoffe	20	+0.41	5.4	3.0
30	Werkstoffe	67	111	5.1	3.3

35	Edmond (ins. sp)	38.2	-	101.0	7.5	3.3
36	Urmann (on 10p)	110	1.25	5.9	1.7	1.7
37	Witchell (on 10p)	32	11.59	6.7	4.7	4.7
51	Scott, M. 20p	37	0.42	-8.3	1.7	1.7
52	Scott, M. 20p	131	-1	17.26	1.9	1.9
54	Scott, M. 20p	65	-	1.7	10.7	10.7
55	Scott, M. 20p	65	-	1.7	10.7	10.7
56	Scott, M. 20p	65	-	1.7	10.7	10.7
57	Scott, M. 20p	65	-	1.7	10.7	10.7
58	Scott, M. 20p	65	-	1.7	10.7	10.7
59	Scott, M. 20p	65	-	1.7	10.7	10.7
60	Scott, M. 20p	65	-	1.7	10.7	10.7
61	Scott, M. 20p	65	-	1.7	10.7	10.7
62	Scott, M. 20p	65	-	1.7	10.7	10.7
63	Scott, M. 20p	65	-	1.7	10.7	10.7
64	Scott, M. 20p	65	-	1.7	10.7	10.7
65	Scott, M. 20p	65	-	1.7	10.7	10.7
66	Scott, M. 20p	65	-	1.7	10.7	10.7
67	Scott, M. 20p	65	-	1.7	10.7	10.7
68	Scott, M. 20p	65	-	1.7	10.7	10.7
69	Scott, M. 20p	65	-	1.7	10.7	10.7
70	Scott, M. 20p	65	-	1.7	10.7	10.7
71	Scott, M. 20p	65	-	1.7	10.7	10.7
72	Scott, M. 20p	65	-	1.7	10.7	10.7
73	Scott, M. 20p	65	-	1.7	10.7	10.7
74	Scott, M. 20p	65	-	1.7	10.7	10.7
75	Scott, M. 20p	65	-	1.7	10.7	10.7
76	Scott, M. 20p	65	-	1.7	10.7	10.7
77	Scott, M. 20p	65	-	1.7	10.7	10.7
78	Scott, M. 20p	65	-	1.7	10.7	10.7
79	Scott, M. 20p	65	-	1.7	10.7	10.7
80	Scott, M. 20p	65	-	1.7	10.7	10.7
81	Scott, M. 20p	65	-	1.7	10.7	10.7
82	Scott, M. 20p	65	-	1.7	10.7	10.7
83	Scott, M. 20p	65	-	1.7	10.7	10.7
84	Scott, M. 20p	65	-	1.7	10.7	10.7
85	Scott, M. 20p	65	-	1.7	10.7	10.7
86	Scott, M. 20p	65	-	1.7	10.7	10.7
87	Scott, M. 20p	65	-	1.7	10.7	10.7
88	Scott, M. 20p	65	-	1.7	10.7	10.7
89	Scott, M. 20p	65	-	1.7	10.7	10.7
90	Scott, M. 20p	65	-	1.7	10.7	10.7
91	Scott, M. 20p	65	-	1.7	10.7	10.7
92	Scott, M. 20p	65	-	1.7	10.7	10.7
93	Scott, M. 20p	65	-	1.7	10.7	10.7
94	Scott, M. 20p	65	-	1.7	10.7	10.7
95	Scott, M. 20p	65	-	1.7	10.7	10.7
96	Scott, M. 20p	65	-	1.7	10.7	10.7
97	Scott, M. 20p	65	-	1.7	10.7	10.7
98	Scott, M. 20p	65	-	1.7	10.7	10.7
99	Scott, M. 20p	65	-	1.7	10.7	10.7
100	Scott, M. 20p	65	-	1.7	10.7	10.7

58	Tailor	68	14.88	1.8	10.7
30	Proctor's Park	34	3.01	4	13.2
70	Proctor's Ben	77	15.36	2.3	10.6

[illegible]

60	Sanderson Kayser	62 ¹ / ₂	4.45	1.71	10.6
17 ¹ / ₂	Saville G. 110p	31	d1.53	2.0	7.9
21	Senior Eng's 10p	25	+1.19	2.8	7.1

79	Serv.	779	-1	86.63	1712.4
79	Shalveson R. J. Sp.	272		.95	2510.6
25	Shaw Francis 31p	27		2.68	1614.14
63	Shreepshire	645		14.31	1710.11
998	Simon Eng z	2585		17.89	4.6
1	500 Group	9	+1	30.28	0.3 3.9
110	Sp	122		49.52	1011.11
110	Spear & Jackson	328		62.43	1711.3
110	Spencer L. 31p	1715		0.6	4.5 5.5
122	Spencer Sears Sp	158		114.54	2.8 4.3
125	Sprays Gario	115		3.89	62.2 50.6
214	Scarlett 20p	265		1.89	62.2 50.6
214	Staveland Inds. fl	265		1.89	62.2 50.6

135	Stoebert & Pitt El	220	-5	12.85	6	9.0
75	Sykes, Henry	75		14.0	3.7	8.0

23	Tace 10p	89	1.27	1.00	1.00
105	Triple Pallister	26	0.39	0.39	0.39
106	Tace 10p	89	1.27	1.00	1.00
123	Trs. Abras. 10p	139	2.05	1.56	1.56
710	Trysen Dm10	477	7.03	5.01	5.01
17	Tornike F.H. 3p	23	0.34	0.34	0.34
17	Triple F.D. 3p	23	0.34	0.34	0.34
336	Tube Invesa E1	372	5.44	4.08	4.08
20	Turner	85	1.21	0.91	0.91
20	Trs. W.A. 10p	82	1.20	0.90	0.90
26	Und. Eng. 10p	65	0.94	0.71	0.71
102	Und. Spring 10p	28	0.41	0.31	0.31
52	Und. Wire Group	64	0.92	0.70	0.70
160	Vickers E1	195	2.83	2.12	2.12

41	Victor Products	110	-2	11.69	3.8	2.9
82	W.G.I.	124	...	5.89	2.5	7.1
109	Wadkin 30p	135	...	15.95	3.7	6.6

10	Walston & W.	136	+1	77.2	2.0	8.5
11	Walker Ind.	119		28.6	4.0	8.4
12	Walsh Ind.	73		23.0	2.1	8.3
13	Walsh Ind.	73		23.0	2.1	8.3
14	Warne Wright, L.	77		52.0	5.0	8.0
15	Watwick Eng. Ship	39		142.0	6.0	1.8
16	Wheeler Assoc. Inc.	24		1.32	3.7	7.7
17	Wheat Corp.	103		15.28	4.7	8.2
18	Wetzelman Eng. P.	45		2.45	3.0	8.0
19	Wheaton Ship & P.	28	-1	39.38	1.0	5.4
20	Wheaton Ship & P.	28	-2	39.38	1.0	5.4
21	Whelan	30		74.67	3.0	9.1
22	Whessy	24		10.89	3.0	5.5
23	Whitcomb Wm. Ltd.	115		2.33	6.9	2.1
24	Whitehouse Ship	25		1.00	4.9	1.1
25	Williams, Wm.	25		12.95	6.3	2.1

78	Wolf Elect Tools	78	61.29	7.6	2.5
176	Wolfs Hughes	208	7.48	0	5.5

18	W Wheel Fdy 10p	32	64.35	0.3	15.11
20	W Bond W Fdy	32	64.35	0.3	15.11
21	W % Securities 12p	26	7.36	0.9	12.33

FOOD, GROCERIES, ETC.

112	Aspe S&B D 10p	153	66.70	2.6	6.82
117	Aspe S&B D 10p	153	71.24	1.6	6.82
130	Asst Bart Fdy 3p	49	12.68	0.3	4.4
135	Asa Deities	49	17.95	0.3	4.4
159	Asa Fisheries	49	3.5	2.4	2.7
162	Wama Group 10p	78	11.1	6.6	2.7
28	Banias (Slovene T)	78	64.0	2.8	7.7

11	Barker & D. 10p	12	—	—	—
66	Bent, A.L.	76	76	4.1	4.3
60	Barrow Milling	65	65	1.7	20.5

112	Basest (Uep)	112	-2	5.82	2.6	7.8
112	Batters York 10p	112	-3	13.66	2.6	6.9
156	Bejam 10p	64	-1	1.62	3.4	3.6
182	Bibby L (E)	278	-4	16.70	0.7	3.6
146	Bishop's Stores	142	-2	22.63	3.9	2.8
57	Do "A" Nove	96	-2	22.63	3.9	2.8
102	Headband Cnd	2	-3	2.3	4.4	5.1
102	Brit. Veng 10p	23	-3	10.52	7.5	3.4
43	Brookline Bond	46	-2	3.09	1.9	9.9
43	Cadbury Sch ps	46	-1	3.09	1.9	9.9
71	Carr's Milling	64	-2	12.67	3.8	6.2
71	Carters 20p	64	-2	10.21	3.1	3.7

42	Clifford Dairies	58	1.94	4.6	5.0
33	Do "A" N.V.	42	1.74	4.6	6.9
73	Callens B.V.	138	+3	4.39	10

70	Do "A" 20p.	136	+	4.39	1.0	5.0
72	Danish Ben. A.Y.	135	-1	6.74	3.9	9.8
81	Eagle Ind. C. P.	22	+			
84	Engels Ind. E. 15p	22	+	11.44	3.1	8.4
85	F. & C.	79	+	4.9	1.1	8.0
86	Fisher A. S.	72	+	0.65	1.2	10.5
57	Pitts Lowell 20p.	9	+	4.13	1.5	9.7
20	Sims Clover 3p.	24	+	11.25	2.9	7.1
40	Golden Foundry	100	+	0.6275	3.3	4.1
56	Bazley S. P. 20p.	66	+	13.0	3.1	6.8

100

rio lito

1952	1953	1954	1955	1956	1957
Rich ton	Rich ton	Rich ton	Rich ton	Rich ton	Rich ton

HOTELS AND CATERERS	
220	Adelphi 700
221	Bowling Green, Rm. 100
222	Brown Palace 30
223	Central Hotel 100
224	Central Hotel 100
225	Central Hotel 100
226	Central Hotel 100
227	Central Hotel 100
228	Central Hotel 100
229	Central Hotel 100
230	Central Hotel 100
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298	Central Hotel 100
299	Central Hotel 100
300	Central Hotel 100

12	72	CAF	100	518	23	93
13	58	VIB Research	113	72.99	25	93

[illegible]

138	62	Captain Prod. 20p	110	4.85	3.4	6.6	5.5
96	66	Corcoran's Int. 20p	72 1/2	+1 1/2	+4.69	4.3	9.7
240	7 1/2	Corrigan's Int.	71 1/2	+2	5.55	3.7	3.8

[illegible]

136	90	Exel	115	+3	5.50	2.1	7.1	10
78	53	Fairbairn Lawren	64		15.08	2.4	11.8	5
34	28	Bowden 100	24		1.1	3.1	2.1	7

[illegible]

1. *Journal of the American Medical Association*, 273: 1025-1030, 1995.

EDUCATION AND CULTURE

FINANCE, LAND—Continued

1978	High	Low	Stock	Price	±	Int	Yld	Cr	Yld
125	131	131	Lancaster Ind. 10p	17	—	0.3	—	—	—
126	136	136	Lat. Econ 50p	17	—	0.51	—	—	—
127	136	136	Lat. Econ 50p	17	—	0.51	—	—	—
128	136	136	M. & H. Mines 50p	128	—	3.5	3.7	41	6
129	136	136	Macmillan 10p	122	—	40.75	—	—	—
130	136	136	Macmillan 10p	122	—	40.75	—	—	—
131	136	136	Macmillan 10p	122	—	40.75	—	—	—
132	136	136	Macmillan 10p	122	—	40.75	—	—	—
133	136	136	Macmillan 10p	122	—	40.75	—	—	—
134	136	136	Macmillan 10p	122	—	40.75	—	—	—
135	136	136	Macmillan 10p	122	—	40.75	—	—	—
136	136	136	Macmillan 10p	122	—	40.75	—	—	—
137	136	136	Macmillan 10p	122	—	40.75	—	—	—
138	136	136	Macmillan 10p	122	—	40.75	—	—	—
139	136	136	Macmillan 10p	122	—	40.75	—	—	—
140	136	136	Macmillan 10p	122	—	40.75	—	—	—
141	136	136	Macmillan 10p	122	—	40.75	—	—	—
142	136	136	Macmillan 10p	122	—	40.75	—	—	—
143	136	136	Macmillan 10p	122	—	40.75	—	—	—
144	136	136	Macmillan 10p	122	—	40.75	—	—	—
145	136	136	Macmillan 10p	122	—	40.75	—	—	—
146	136	136	Macmillan 10p	122	—	40.75	—	—	—
147	136	136	Macmillan 10p	122	—	40.75	—	—	—
148	136	136	Macmillan 10p	122	—	40.75	—	—	—
149	136	136	Macmillan 10p	122	—	40.75	—	—	—
150	136	136	Macmillan 10p	122	—	40.75	—	—	—
151	136	136	Macmillan 10p	122	—	40.75	—	—	—
152	136	136	Macmillan 10p	122	—	40.75	—	—	—
153	136	136	Macmillan 10p	122	—	40.75	—	—	—
154	136	136	Macmillan 10p	122	—	40.75	—	—	—
155	136	136	Macmillan 10p	122	—	40.75	—	—	—
156	136	136	Macmillan 10p	122	—	40.75	—	—	—
157	136	136	Macmillan 10p	122	—	40.75	—	—	—
158	136	136	Macmillan 10p	122	—	40.75	—	—	—
159	136	136	Macmillan 10p	122	—	40.75	—	—	—
160	136	136	Macmillan 10p	122	—	40.75	—	—	—
161	136	136	Macmillan 10p	122	—	40.75	—	—	—
162	136	136	Macmillan 10p	122	—	40.75	—	—	—
163	136	136	Macmillan 10p	122	—	40.75	—	—	—
164	136	136	Macmillan 10p	122	—	40.75	—	—	—
165	136	136	Macmillan 10p	122	—	40.75	—	—	—
166	136	136	Macmillan 10p	122	—	40.75	—	—	—
167	136	136	Macmillan 10p	122	—	40.75	—	—	—
168	136	136	Macmillan 10p	122	—	40.75	—	—	—
169	136	136	Macmillan 10p	122	—	40.75	—	—	—
170	136	136	Macmillan 10p	122	—	40.75	—	—	—
171	136	136	Macmillan 10p	122	—	40.75	—	—	—
172	136	136	Macmillan 10p	122	—	40.75	—	—	—
173	136	136	Macmillan 10p	122	—	40.75	—	—	—
174	136	136	Macmillan 10p	122	—	40.75	—	—	—
175	136	136	Macmillan 10p	122	—	40.75	—	—	—
176	136	136	Macmillan 10p	122	—	40.75	—	—	—
177	136	136	Macmillan 10p	122	—	40.75	—	—	—
178	136	136	Macmillan 10p	122	—	40.75	—	—	—
179	136	136	Macmillan 10p	122	—	40.75	—	—	—
180	136	136	Macmillan 10p	122	—	40.75	—	—	—
181	136	136	Macmillan 10p	122	—	40.75	—	—	—
182	136	136	Macmillan 10p	122	—	40.75	—	—	—
183	136	136	Macmillan 10p	122	—	40.75	—	—	—
184	136	136	Macmillan 10p	122	—	40.75	—	—	—
185	136	136	Macmillan 10p	122	—	40.75	—	—	—
186	136	136	Macmillan 10p	122	—	40.75	—	—	—
187	136	136	Macmillan 10p	122	—	40.75	—	—	—
188	136	136	Macmillan 10p	122	—	40.75	—	—	—
189	136	136	Macmillan 10p	122	—	40.75	—	—	—
190	136	136	Macmillan 10p	122	—	40.75	—	—	—
191	136	136	Macmillan 10p	122	—	40.75	—	—	—
192	136	136	Macmillan 10p	122	—	40.75	—	—	—
193	136	136	Macmillan 10p	122	—	40.75	—	—	—
194	136	136	Macmillan 10p	122	—	40.75	—	—	—
195	136	136	Macmillan 10p	122	—	40.75	—	—	—
196	136	136	Macmillan 10p	122	—	40.75	—	—	—
197	136	136	Macmillan 10p	122	—	40.75	—	—	—
198	136	136	Macmillan 10p	122	—	40.75	—	—	—
199	136	136	Macmillan 10p	122	—	40.75	—	—	—
200	136	136	Macmillan 10p	122	—	40.75	—	—	—

OILS

1978	High	Low	Stock	Price	±	Int	Yld	Cr	Yld
125	70	70	Arabian Heavy 50p	70	—	—	—	—	—
126	70	70	Arabian Heavy 50p	70	—	—	—	—	—
127	70	70	Arabian Heavy 50p	70	—	—	—	—	—
128	70	70	Arabian Heavy 50p	70	—	—	—	—	—
129	70	70	Arabian Heavy 50p	70	—	—	—	—	—
130	70	70	Arabian Heavy 50p	70	—	—	—	—	—
131	70	70	Arabian Heavy 50p	70	—	—	—	—	—
132	70	70	Arabian Heavy 50p	70	—	—	—	—	—
133	70	70	Arabian Heavy 50p	70	—	—	—	—	—
134	70	70	Arabian Heavy 50p	70	—	—	—	—	—
135	70	70	Arabian Heavy 50p	70	—	—	—	—	—
136	70	70	Arabian Heavy 50p	70	—	—	—	—	—
137	70	70	Arabian Heavy 50p	70	—	—	—	—	—
138	70	70	Arabian Heavy 50p	70	—	—	—	—	—
139	70	70	Arabian Heavy 50p	70	—	—	—	—	—
140	70	70	Arabian Heavy 50p	70	—	—	—	—	—
141	70	70	Arabian Heavy 50p	70	—	—	—	—	—
142	70	70	Arabian Heavy 50p	70	—	—	—	—	—
143	70	70	Arabian Heavy 50p	70	—	—	—	—	—
144	70	70	Arabian Heavy 50p	70	—	—	—	—	—
145	70	70	Arabian Heavy 50p	70	—	—	—	—	—
146	70	70	Arabian Heavy 50p	70	—	—	—	—	—
147	70	70	Arabian Heavy 50p	70	—	—	—	—	—
148	70	70	Arabian Heavy 50p	70	—	—	—	—	—
149	70	70	Arabian Heavy 50p	70	—	—	—	—	—
150	70	70	Arabian Heavy 50p	70	—	—	—	—	—
151	70	70	Arabian Heavy 50p	70	—	—	—	—	—
152	70	70	Arabian Heavy 50p	70	—	—	—	—	—
153	70	70	Arabian Heavy 50p	70	—	—	—	—	—
154	70	70	Arabian Heavy 50p	70	—	—	—	—	—
155	70	70	Arabian Heavy 50p	70	—	—	—	—	—
156	70	70	Arabian Heavy 50p	70	—	—	—	—	—
157	70	70	Arabian Heavy 50p	70	—	—	—	—	—
158	70	70	Arabian Heavy 50p	70	—	—	—	—	—
159	70	70	Arabian Heavy 50p	70	—	—	—	—	—
160	70	70	Arabian Heavy 50p	70	—	—	—	—	—
161	70	70	Arabian Heavy 50p	70	—	—	—	—	—
162	70	70	Arabian Heavy 50p	70	—	—	—	—	—
163	70	70	Arabian Heavy 50p	70	—	—	—	—	—
164	70	70	Arabian Heavy 50p	70	—	—	—	—	—
165	70	70	Arabian Heavy 50p	70	—	—	—	—	—
166	70	70	Arabian Heavy 50p	70	—	—	—	—	—
167	70	70	Arabian Heavy 50p	70	—	—	—	—	—
168	70	70	Arabian Heavy 50p	70	—	—	—	—	—
169	70	70	Arabian Heavy 50p	70	—	—	—	—	—
170	70	70	Arabian Heavy 50p	70	—	—	—	—	—
171	70	70	Arabian Heavy 50p	70	—	—	—	—	—
172	70	70	Arabian Heavy 50p	70	—	—	—	—	—
173	70	70	Arabian Heavy 50p	70	—	—	—	—	—
174	70	70	Arabian Heavy 50p	70	—	—	—	—	—
175	70	70	Arabian Heavy 50p	70	—	—	—	—	—
176	70	70	Arabian Heavy 50p	70	—	—	—	—	—
177	70	70	Arabian Heavy 50p	70	—	—	—	—	—
178	70	70	Arabian Heavy 50p	70	—	—	—	—	—
179	70	70	Arabian Heavy 50p	70	—	—	—	—	—
180	70	70	Arabian Heavy 50p	70	—	—	—	—	—
181	70	70	Arabian Heavy 50p	70	—	—	—	—	—
182	70	70	Arabian Heavy 50p	70	—	—	—	—	—
183	70	70	Arabian Heavy 50p	70	—	—	—	—	—
184	70	70	Arabian Heavy 50p	70	—	—	—	—	—
185	70	70	Arabian Heavy 50p	70	—	—	—	—	—
186	70	70	Arabian Heavy 50p	70	—	—	—	—	—
187	70	70	Arabian Heavy 50p	70	—	—	—	—	—
188	70	70	Arabian Heavy 50p	70	—	—	—	—	—
189	70	70	Arabian Heavy 50p	70	—	—	—	—	—
190	70	70	Arabian Heavy 50p	70	—	—	—	—	—
191	70	70	Arabian Heavy 50p	70	—	—	—	—	—
192	70	70	Arabian Heavy 50p	70	—	—	—	—	—
193	70	70	Arabian Heavy 50p	70	—	—	—	—	—
194	70	70	Arabian Heavy 50p	70	—	—	—	—	—
195	70	70	Arabian Heavy 50p	70	—	—	—	—	—
196	70	70	Arabian Heavy 50p	70	—	—	—	—	—
197	70	70	Arabian Heavy 50p	70	—	—	—	—	—
198	70	70	Arabian Heavy 50p	70	—	—	—	—	—
199	70	70	Arabian Heavy 50p	70	—	—	—	—	—
200	70	70	Arabian Heavy 50p	70	—	—	—	—	—

OVERSEAS TRADERS

1978	High	Low	Stock	Price	±	Int	Yld	Cr	Yld
125	224	224	Alcon Lakes 50p	225					

[illegible]

14	Brinkman	34					
15	Brinkman	117					
16	Brinkman	197					
17	Brinkman	117					
18	Brinkman	117					
19	Brinkman	117					
20	Brinkman	117					
21	Brinkman	117					
22	Brinkman	117					
23	Brinkman	117					
24	Brinkman	117					
25	Brinkman	117					
26	Brinkman	117					
27	Brinkman	117					
28	Brinkman	117					
29	Brinkman	117					
30	Brinkman	117					
31	Brinkman	117					
32	Brinkman	117					
33	Brinkman	117					
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39	Brinkman	117					
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41	Brinkman	117					
42	Brinkman	117					
43	Brinkman	117					
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81	Brinkman	117					
82	Brinkman	117					
83	Brinkman	117					
84	Brinkman	117					

[illegible]

Chester H.V.	190	T.M.S.	175
Lee Mills	21	Fairbank	88
Sheffield Brck	46		

OPTIONS 3-month Call Rates

Industrials				
Airera	6 1/2	1 C.I.	20 Tube Invest	35
A.P. Cement	18	"Imp"	6 Unifiber	30
B.R.	10	L.L.	8 Unifiber	35
I.S.R.	9	Inverack	20 Hat Drapery	15
			8 Yickers	75

Barclays	11	K & A	3	Woolworths	5
Barings Bank	25	Ladbrokes	17		
Beecham	35	Legal & Gen.	14	Property	
Bentley	1	Leeds	1		
Bristol Fire	16	Lloyds Bank	22	Br. Land	34
B.T.	1	"Lola"	4	Exp. Finance	41
B.T. Telecom	24	London Brick	4	Int. Equip.	2
Brown & Root	20	Lonrho	10	Int. Transport	6
Brown & V	12	Lure Inds	25	Land Secs.	12
Cadbury	8	"Name"	10	MEB	16
Courtauld	10	W & S	7	Peachey	4
Crested	8	Mirak & Spicer	10	Samuel Prop.	9
Debenhams	15	Overland Bank	25	Town & City	14
Dunlop	7	N.E.I.	18		
Ensign	1			Unb.	

1	Valley Mills	22	Petroleum	45
2	Warrick	23	Burham	5
3	U.S. Steel	24	Chatterhall	5
4	Pleco	25	Shell	3
5	Rockwell	26	Ultramar	20
6	Rankin	27	Times	
7	Reed Int'l	28	Charles Cons	12
8	Spillers	29	Consolidated	16
9	Thorn	30	Rio Zinc	16
10	Truitt Houses	31		

A selection of Options traded is given on the London Stock Exchange Report page.

Fears of recession as OECD talks start

BY ROBERT MAUTHNER

PARIS, Nov. 15.

FEARS OF a world recession next year, as a direct result of President Carter's recent anti-inflation package, will cast a shadow over the two-day meeting of the OECD's high-level Economic Policy Committee, starting here tomorrow.

Most of the forecasts prepared by the OECD Secretariat for the meeting of officials from member countries, will have to be revised as a result of the latest U.S. measures which, it is widely believed, will result in a slower rate of growth in the Western world than was originally predicted.

The concerted recovery programme adopted at the Western Economic Summit in July, while still basically valid in the eyes of the OECD Secretariat, clearly needs to be reviewed in the light of the latest international developments. For the U.S. growth rate, which President Carter said was likely to be about 4 per cent next year, will almost certainly fall well short of this figure.

While U.S. officials are still

talking publicly of a 3 per cent growth rate next year, private forecasting institutes are predicting a year-on-year increase of no more than 2 per cent, with growth declining even more in the second half of next year at an annual rate.

The OECD Secretariat is plainly in a quandary. Having urged the U.S. to concentrate on lowering inflation and bringing its current account into balance, it can hardly complain about the steps taken by the American administration.

But there are serious doubts that the expansionary measures taken by West Germany and Japan, even if they are fully implemented, will compensate for the depressive effect on the world economy of the U.S. anti-inflationary package.

International officials are not even convinced that President Carter will achieve the goals which he has set himself. They point out that, over the past year, the U.S. balance of payments has benefited from low raw material import prices, a

U.S. warning to partners over trade subsidies

BY REGINALD DALE

GENEVA, Nov. 15.

THE U.S. today stepped up the pressure on its trading partners as the troubled Tokyo round of international trade talks went into its final phase.

Mr. Alan Wolff, U.S. deputy special trade negotiator, warned that the Administration might decide not to present Congress with the outcome of the round—the world's most comprehensive trade negotiation—if other countries did not agree to satisfy new rules on Government subsidies that distort the flow of imports and exports.

Without Congressional ratification, the five-year-old effort to revitalise the rules of world trade, and ward off protectionism in the coming decade, would collapse.

The subsidies issue was "on a knife edge," with no room for manoeuvre on either side, Mr. Wolff said. U.S. officials later confirmed that if other countries would not accept a subsidies agreement, there was "no deal."

The warning came as representatives of the world's leading economic powers began three days of intensive negotiations aimed at putting the round back on course.

Mr. Robert Strauss, the U.S. special trade negotiator, has

made it clear he will be pressing the other main participants—Japan and the European Community—to set the stage in the coming days for a comprehensive package agreement by the end of the year.

The talks received a severe jolt last month when the U.S. Congress failed to extend legislation freeing the Administration of the obligation to impose countervailing duties on subsidised imports. The EEC partly retaliated, threatening to negotiate under the threat of a trade war.

Now that tempers have cooled, however, Community officials appear to be acknowledging that the Nine over-ruled to the lapse by Congress, which was almost certainly not deliberate. The countervailing duty waiver runs out in early January, before Congress has another chance to renew it.

The U.S. has been making big efforts over the last few days to convince its partners that the difficulty is not insoluble, and Mr. Strauss will doubtless make the point again this week. Nevertheless, Administration lawyers in Washington are still trying to find a legal way of coping with the problem.

The Community, following Mr. Strauss's visit to Brussels last week, is far from fully satisfied with Washington's assurances. But the European Commission, which negotiates on behalf of the Nine member states, now seems increasingly inclined to press ahead regardless. Commission officials today said they intended going as far as possible over the next few days, and suggested that final approval of the outcome might be left until January, when the Community can see whether the waiver problem has been solved.

This means that next week's Brussels meeting of the EEC Council of Foreign Ministers could be crucial in deciding the fate of the Tokyo round. Herr Wilhelm Haferkamp, the Commissioner for External Relations, will be reporting on this week's talks and seeking fresh guidance from Ministers. All parties still agree that a package could theoretically be agreed by the end of the year, given the necessary political determination.

The main outstanding problem areas remain subsidies and countervailing duties, agricultural trade, and rules governing the use of safeguard clauses against cheap imports.

Ford concession in peace talks

BY ALAN PIKE AND ARTHUR SMITH

FORD MANAGEMENT last night offered an important concession in an effort to make its proposed attendance payments plan more palatable to employees who rejected the company's "no pay" offer earlier this month.

The company told union leaders when negotiations resumed that workers who failed to arrive on time would lose the attendance allowance—worth up to £4 per week—only if they were guilty of persistent lateness leading to suspension.

Under the original proposals employees who were more than 5 minutes late or late more than once a week, would have lost the bonus.

Ford did not raise its basic pay offer, averaging 9.75 per cent, during yesterday's talks and the negotiations adjourned after eight hours and will resume tomorrow.

During discussions on the attendance plan, which the company sees as an essential way of improving productivity and

efficiency, Ford also offered to relax the conditions under which men who were absent with performance or sick, would lose the bonus. The company remains determined however that workers would not receive attendance payments for any week, during which they were involved in strike action, official or unofficial.

Yesterday's concessions offered the company on the attendance plan will be welcomed by employees.

The fact that the two sides are meeting again tomorrow, give some cause for hope that the two-month long Ford strike may now be coming closer to a solution. However, shop stewards on the negotiating committee are unlikely to see the changes in the attendance plan as sufficient reason to recommend acceptance of the company's 17 per cent total package.

The combined effects of the Ford strike and BL's troubles in Birmingham are now leading to layoffs in component suppliers.

Lucas Electrical announced yesterday that five of its 14 factories in the Midlands were forced to go on short-time from the middle of next week. The company said that workers affected by the move, which the company had been "delayed" until the last possible moment, would be offered a choice of redundancy or transfer to other Lucas plants.

GKN Sankey has told trade union leaders that 300 redundancies will be necessary at factories in the Midlands, partly due to the Ford strike and partly to the recession in the world tractor market. Guest Keen and Nettlefold also warned that continuation of the stoppage at Brierley Lane, component plant could lead to short-time working and lay-offs.

The number of workers made idle by the strike at a BL Cars components plant was approaching 30,000 last night. Shop stewards at Dursley Lane, today to prepare a report for a mass meeting of the 3,500 strikers likely to be held in the next few days.

Government to put £52m into Belfast car plant

BY KENNETH GOODING, MOTOR INDUSTRY CORRESPONDENT

THE Government is to provide £52m towards the setting-up of the De Lorean sports car project in West Belfast, and Group Lotus, the British specialist car concern, is to help with design and engineering.

The Government will receive a payment for every car produced—£188 for each of the first 30,000 and £49 a car from then on.

If De Lorean Motor achieves its forecast production rates of 20,000 in the first year and 30,000 a year subsequently, the Exchequer will get its money back in 30 years.

The scale of the Government's contribution is much larger than first mooted when the controversial scheme, the brainchild of former General Motors executive Mr. John Z. De Lorean, was first announced in August.

It works out at £28.47 for each of the 2,000 jobs to be created by the project in one of the UK's worst unemployment blackspots, De Lorean's Belfast sports car, which is aimed mainly at the American market.

It is understood that work on prototypes has begun at a joint Lotus-De Lorean engineering team is to be established. This

should speed the process of bringing the new car to the market.

Mr. De Lorean, who had a meeting with Mr. Roy Mason, the Northern Ireland Secretary, in New York on Tuesday, said last night that De Lorean Motor had agreed to use its "best efforts" to replace the British Government's £17.75m of equity capital with U.S. financing after a time.

He had hoped to file necessary documents with the U.S. Securities and Exchange Commission this week, but this might be delayed because some suppliers had not yet provided all the information needed and some "technical work" still had to be done.

Mr. Don Concannon, Minister of State for Northern Ireland, gave details of the Government investment to the Commons yesterday.

The Northern Ireland Development Agency was committed to an equity investment of £17.75m. Grants of £18.75m would be given by the Northern Ireland Department of Commerce towards the cost of factory construction and plant, machinery and equipment, and £9.75m in employment grants in respect of the first 300 employees, and £5.75m towards the cost of factory construction (secured by a first charge on the factory premises).

No rent will be charged for the first three years on the existing factory which is being leased from the Department.

Farm support freeze urged by Gundelach

BY MARGARET VAN HATTEM

BRUSSELS, Nov. 15.

MR. FINN OLAV GUNDELACH, the EEC Agriculture Commissioner, is pressing for an across-the-board freeze on farm support prices in next year's farm price review.

Broad proposals for a general freeze, supplemented by measures to bring milk supply back into line with demand and to give direct financial aid to the hardest-hit farmers, are almost completed.

They will go before the EEC Commission on November 28 when they are not expected to meet strong opposition, and to the EEC Heads of State meeting in Brussels on December 4 and 5.

A more detailed set of proposals is expected to go before agriculture ministers meeting here on November 11 and 12.

In initial discussions on prices last week, the EEC Commission came out in favour of a very tight price policy, continuing the trend of the past two years.

It is suggested that although price freeze, the first since 1971—would meet strong protests from the farm lobby, the case for price rises is particularly weak this year.

Dairy products and sugar are still heavily in surplus and the so-called "objective method" used each year to calculate the farm price rises needed to offset mounting costs indicates a marginal rise for next year, compared with a rise of more than 4 per cent in 1977.

The Commission and farmers' organisations are said to agree on this point.

Although Mr. Gundelach has not publicly stated his intentions, he gave some indication of his thinking at a private meeting in Brussels last Friday with COPA, the organisation representing EEC farmers' associations.

Mr. Gundelach is said to have told COPA that the endemic EEC problem of high food surpluses had been aggravated by this year's record harvests, reinforcing the need for a tight price policy.

He hinted that the wide regional disparities in farm incomes might be attacked through a form of incomes policy, with direct aids for the less-privileged farmers.

On the question of "green currencies"—the exchange rates used to convert support prices from units of account into national currencies—Mr. Gundelach is believed to be reserving his judgment until it is clear how many countries plan to join the proposed European monetary system (EMS), and when.

The wide disparities in green rates allow weak-currency countries to devalue their green rates, and thus raise prices.

In the unlikely event of all EEC members joining the EMS, a radical attack on green currencies would be possible. Otherwise, a minor green rate devaluation may be proposed.

Britain attacks butter sale to Russia, Page 39

Continued from Page 1 Healey: No more talks

any fresh proposals for a new anti-inflation policy to fill the vacuum left by the trade unions' rejection on Tuesday of the joint TUC statement with the Government.

Instead, it repeated its belief that the right course for the Government is to relax the implementation of its 5 per cent limit while adhering to that figure as a broad target.

The confederation also produced a five-point list of demands:

- 1—The Government should say where it stands on its pay White Paper and should "show firmness" in public sector pay negotiations.
- 2—The Government should stick firmly to its money supply targets and "rein back" public spending plans, while urging moderation in pay settlements.
- 3—It should agree in talks that it will take place soon with the confederation to at least allow arbitration on the implementation of public sector business contract pay clauses.
- 4—It should also spell out how it intends to interpret the impact of pay rises on prices when deciding whether to operate the clauses and other sanctions.
- 5—It should start immediate talks with both sides of industry on the long-term reform pay bargaining, including the creation of a national economic forum to stimulate public debate and understanding about pay issues.

In spite of expressing concern about the "damage" that Tuesday's union rejection would cause, the confederation was still pleased that there was to be no joint statement.

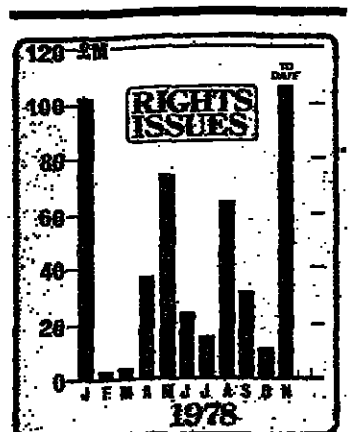
"We believe that the talks on the joint statement should not be renewed," said Sir John McWhinney, the director-general of the confederation, which is wholly unaccountable to employers and parts of it are seriously ambiguous. Taken as a whole, it could be seen as a weakening of the Government's determination to hold on to its counter-inflation policy.

THE LEX COLUMN

Prescribing a cash cure at Beecham

Although the credibility of the new Treasury economic forecasts... suffers from the political need to assume 7 per cent earnings growth, the clear picture emerges of an obstinately high borrowing requirement.

Index fell 11.9 to 475.6



Beecham Group

Beecham does not often ask its shareholders for money (the last time was 23 years ago) so there must be good reasons for the surprise one-for-ten rights issue at 560p announced yesterday.

All the same, there were one or two unkind remarks around the City yesterday for a group which has passed up what, in terms of market conditions, were better opportunities for a rights issue in the past couple of years (refusing, for instance, to use this as a way round dividend controls). Instead, Beecham has chosen a time to suit itself—even though its shares have been under something of a cloud because of difficulties over Amoxycillin patents and prices in the U.S. But in fact the institutions were happy enough to sub-underwrite the issue. They pocketed around £1m, which Beecham could have saved if it had chosen non-underwritten terms of one-for-five at 280p.

Why does a group which showed net liquid resources of £84m in its last balance sheet need cash? Beecham explains that the existing cash is all overseas, whereas its biggest commitments are now in the UK. Against UK trading profits of £26m last year, it is paying out around £30m in dividends, and its UK fixed investment plans average £35m annually for the next three years. It also recently paid £14m for a UK acquisition, Scott and Bowne. Apparently Beecham does not want to repatriate funds unless there is no alternative. A secondary reason for expanding the equity base is that on some of the more rigorous formulas the group's gearing can be made to look moderately high—funded debt, for instance, is 39 per cent of capital employed net of goodwill—and the U.S. bond market could now be a little easier to tap.

Fair enough, given that this

is anyway a light issue. But the market likes a sweetener, and it did not find one in the promised 15 per cent dividend rise or in the modest first half profits growth rate which, at 10 per cent, is Beecham's slowest for quite a while. The shares lost 27p to 623p, about twice the drop which could have been explained by the general market movement.

Woolworth

As so often before, Woolworth's results are slightly disappointing: third quarter pre-tax profits rose only 3.5 per cent to £10.45m. Despite some volume gains gross margins are under pressure as supermarkets, the guinea—evidently by the moving away from food, in increasing from £17.5m to £13.6m, increasingly impinge on some of the group's traditional consumer goods business. It is encouraging, though, that the company is at last planning to raise capital spending—by 50 per cent next year to £27m.

Even if Woolworth again does well in the vital Christmas quarter and shows pre-tax profits of £24.55m for the year, subsequent progress may be very slow. The chief attraction of the shares remains the yield, a historic 9.3 per cent at 67p.

Chloride

Chloride's interim pre-tax profits have jumped from £7.2m to £12.1m. However, £3m of the improvement reflects the absence of last year's strikes and—near to the low for the year—Forecasts of net profit for the couple of years ago, when the company earned £10.8m, about performance does not look too impressive. In the intervening period, for example, sales have risen three times as fast as profits.

Weather

UK TODAY
MAINLY dry with rain or drizzle later.
London, E. Anglia, E. S., central N. England, Channel Islands, Midlands
Dry, becoming cloudy, rain later. Max. 10C (50F).
W. England, Wales
Cloudy, rain later. Max. 11C (52F).
Lakes, Isle of Man, W. Scotland, N. Ireland
Cloudy, some rain. Max. 9C (48F).
N.E. England, Borders, Central Scotland
Dry, cloudy, rain later. Max. 8C (46F).
N.E. Scotland, Orkney, Shetland
Showers. Max. 6C (43F).
OUTLOOK: Cloudy and mild. Long-range forecast: Contrasting spells of cold and mild and dry and wet weather, with one or two stormy periods. Temperatures near average. Rainfall average in central and S. England and S. Wales.

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Bonn expects only UK to say 'no'

Continued from Page 1

were an Italian he would not go for wider margins at all, but that does not meet Italy's particular difficulties. A formula has to be found to ensure that Italy does not appear to be a second-class participant in the system but rather a member, with full rights and duties, that has temporarily taken advantage of the technical possibility specifically built into the system.

Ireland, the other conceivable non-participant, has made clear to the West Germans that it does not want wider margins, but it does need funds to develop its economy. Bonn has promised active support for subsidising the interest rates of loans from the European Investment Bank and perhaps from other Community facilities.

If that Community course became more blocked, Bonn would also support provision of funds specifically for Ireland (and Italy) from the resources of countries participating in the system. Ireland wants £600m over five years—more, if Britain stays out of the system. The current view is that Ireland will receive enough of what it says it needs to persuade it to become a member.

West Germany is also well aware that more resources might be devoted to the Community's regional and social funds if a more restrained attitude were taken in the annual agricultural price-fixing—which would help to cut surplus production and hence the cost of storage and disposal.

The question is whether such a step can be decided by the European Council in less than three weeks' time. That is unlikely. But the shape of what is now emerging appears to coincide with the original vision of the system's instigators—Herr Schmidt and President Valéry Giscard d'Estaing.

Peter Riddell, writes: Mr. Denis Healey, the Chancellor, had talks with Herr Manfred

Lahnstein, the State Secretary of the West German Finance Ministry, about the European monetary proposals.

It is a first, a senior-level Anglo-German meeting since the heads of Government summit in Bonn at the end of last month, and thus the first discussion since it became clear that the UK was unlikely to join the scheme as at present constituted.

Yesterday's meeting had no specific agenda but the talks were expected to cover the remaining differences on the size of the credit facilities and the Community budget and the regional and social funds.

There has recently been an intensive series of bilateral meetings aimed at ensuring that the remaining detailed differences on the monetary scheme can be resolved at next Monday's meeting of finance ministers in Brussels.